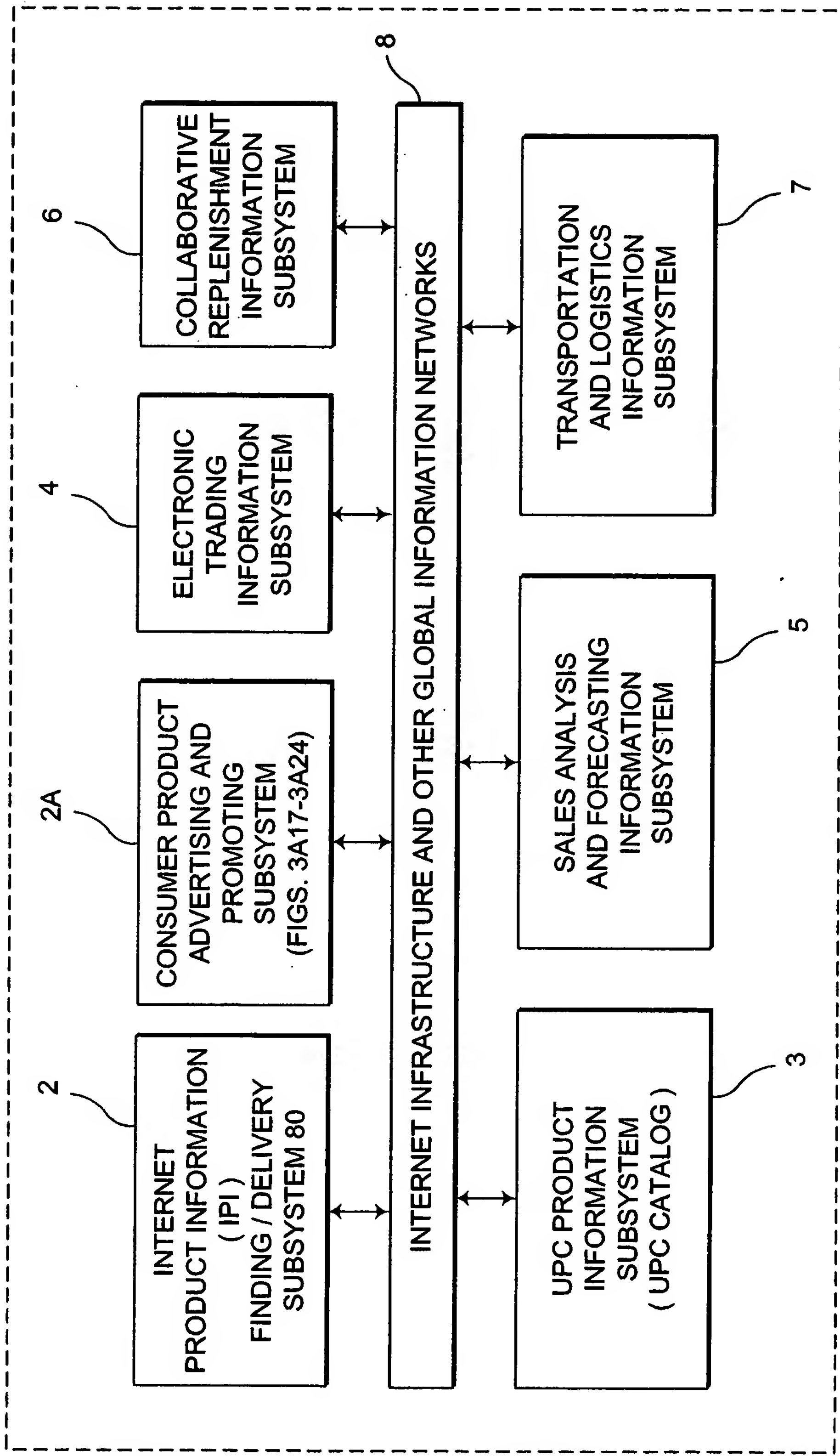


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1 First Illustrative Embodiment **FIG. 1**

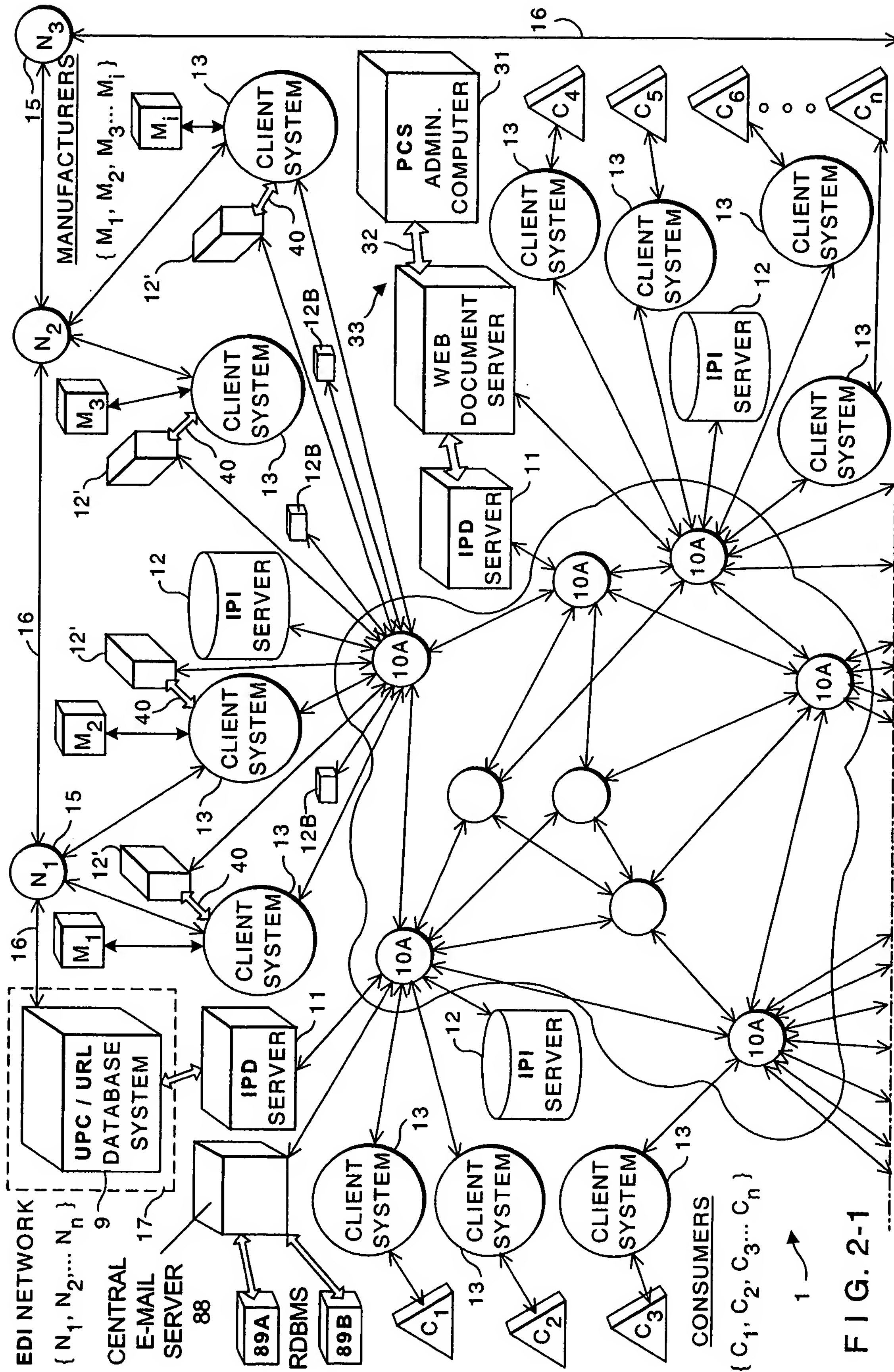


FIG. 2-1



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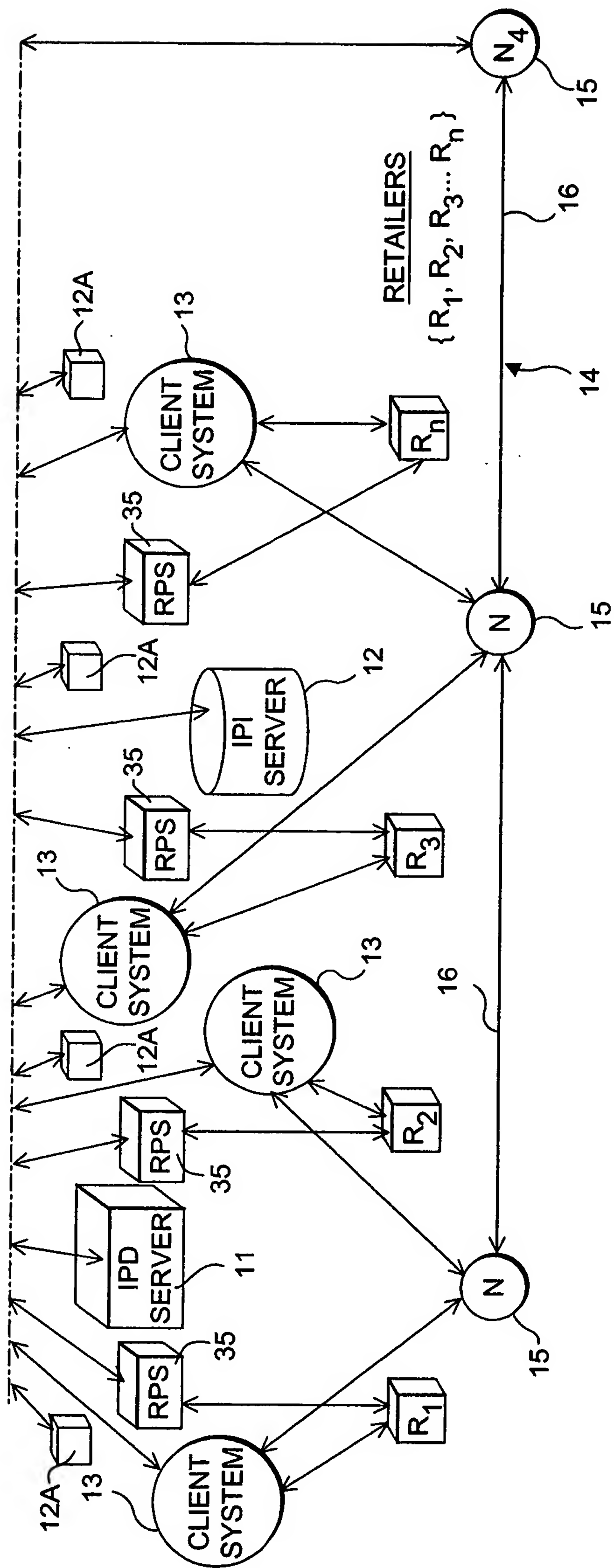


FIG. 2-2

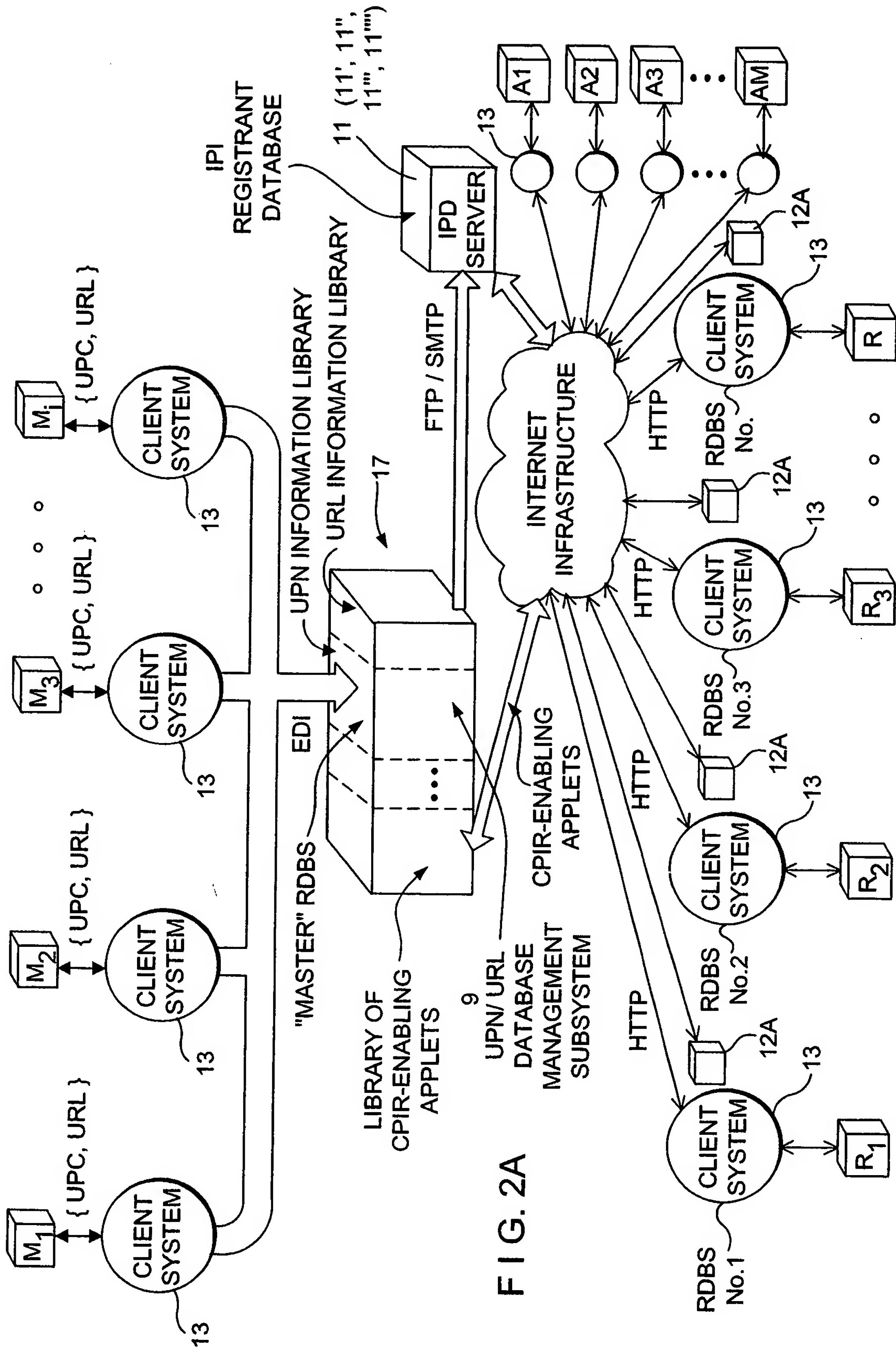
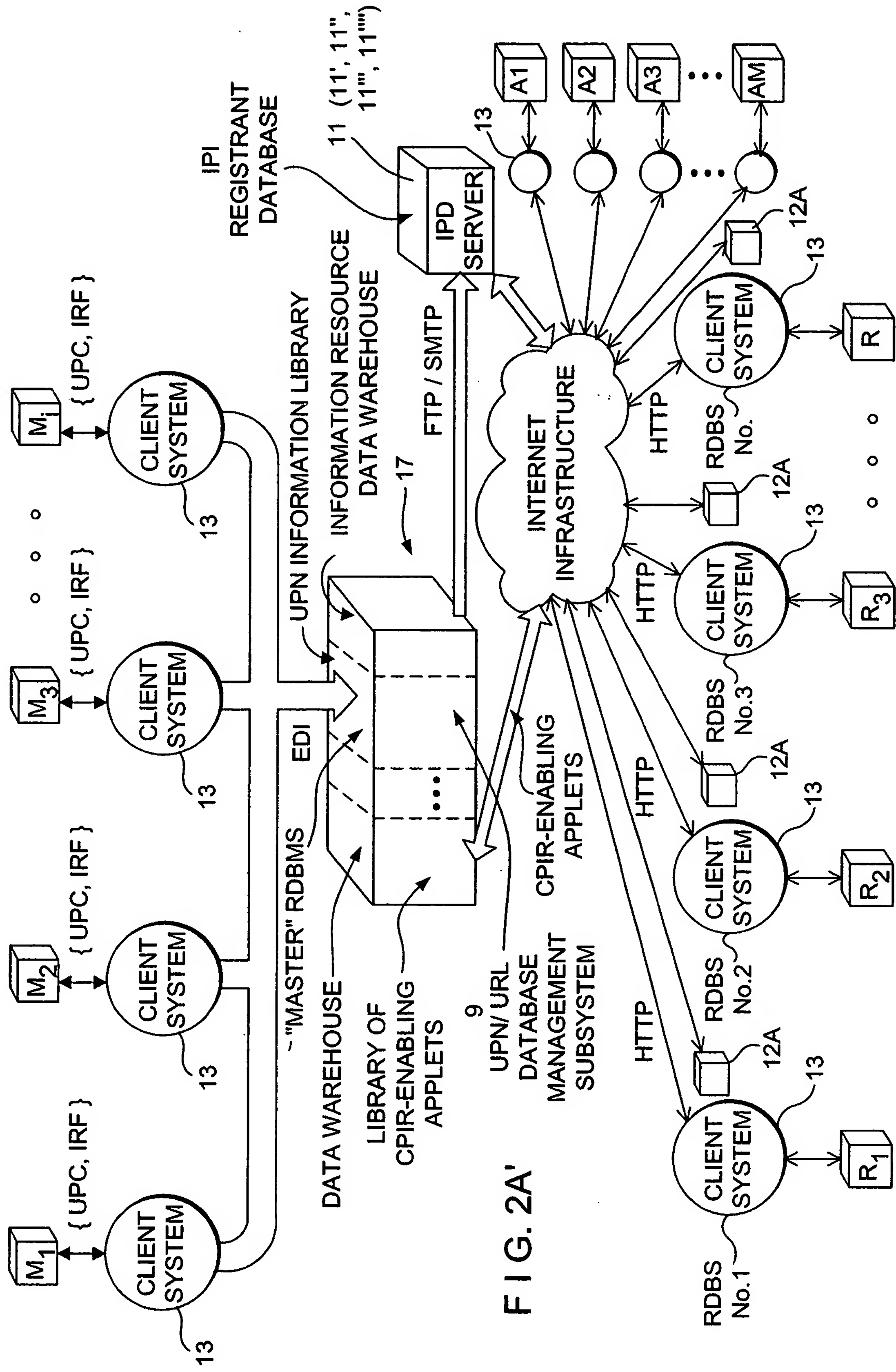


FIG. 2A



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

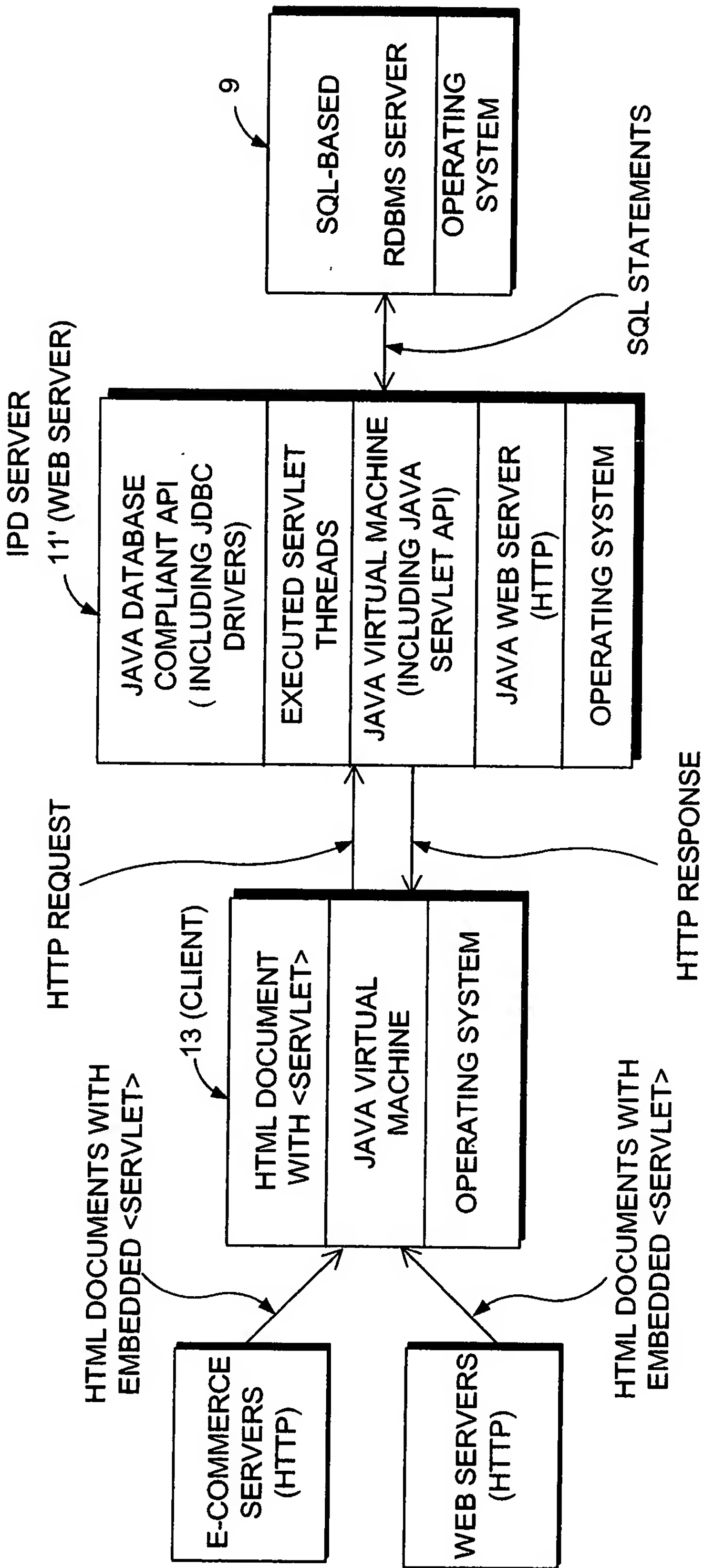


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

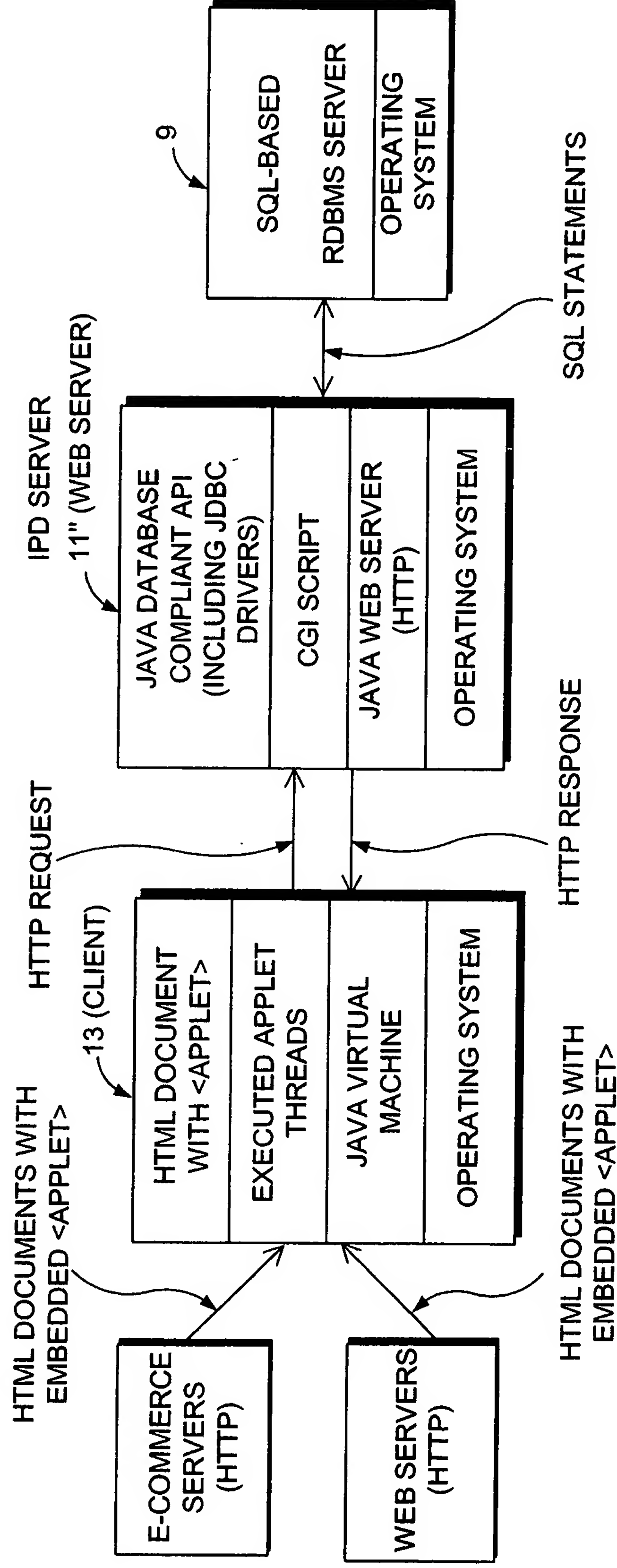
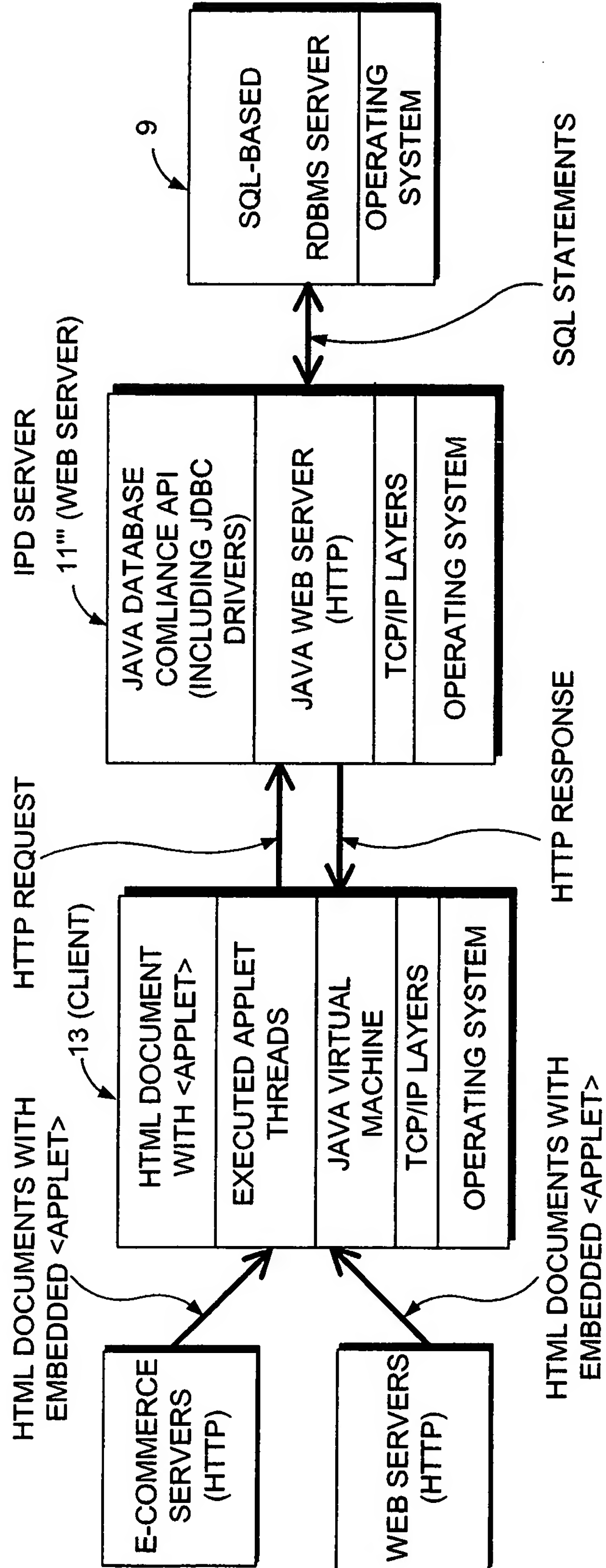


FIG. 2B2

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING  
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS



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FIG. 2B3

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

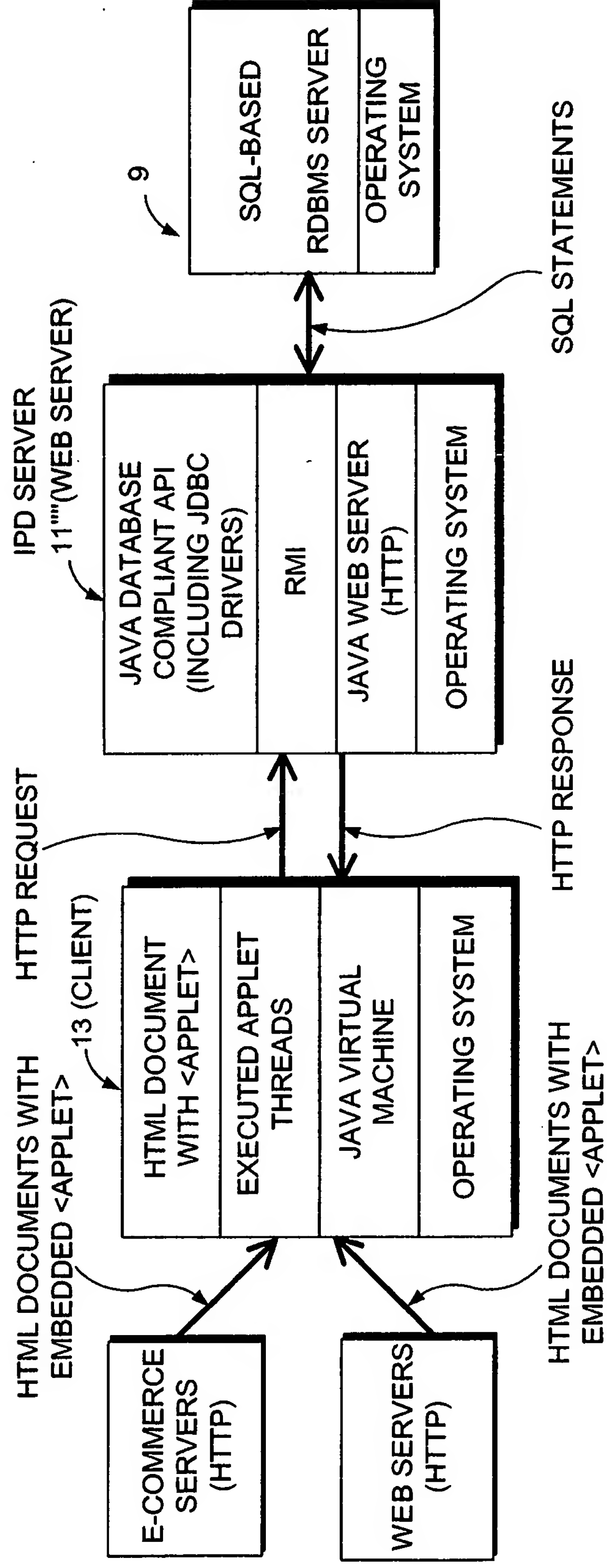


FIG. 2B4



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

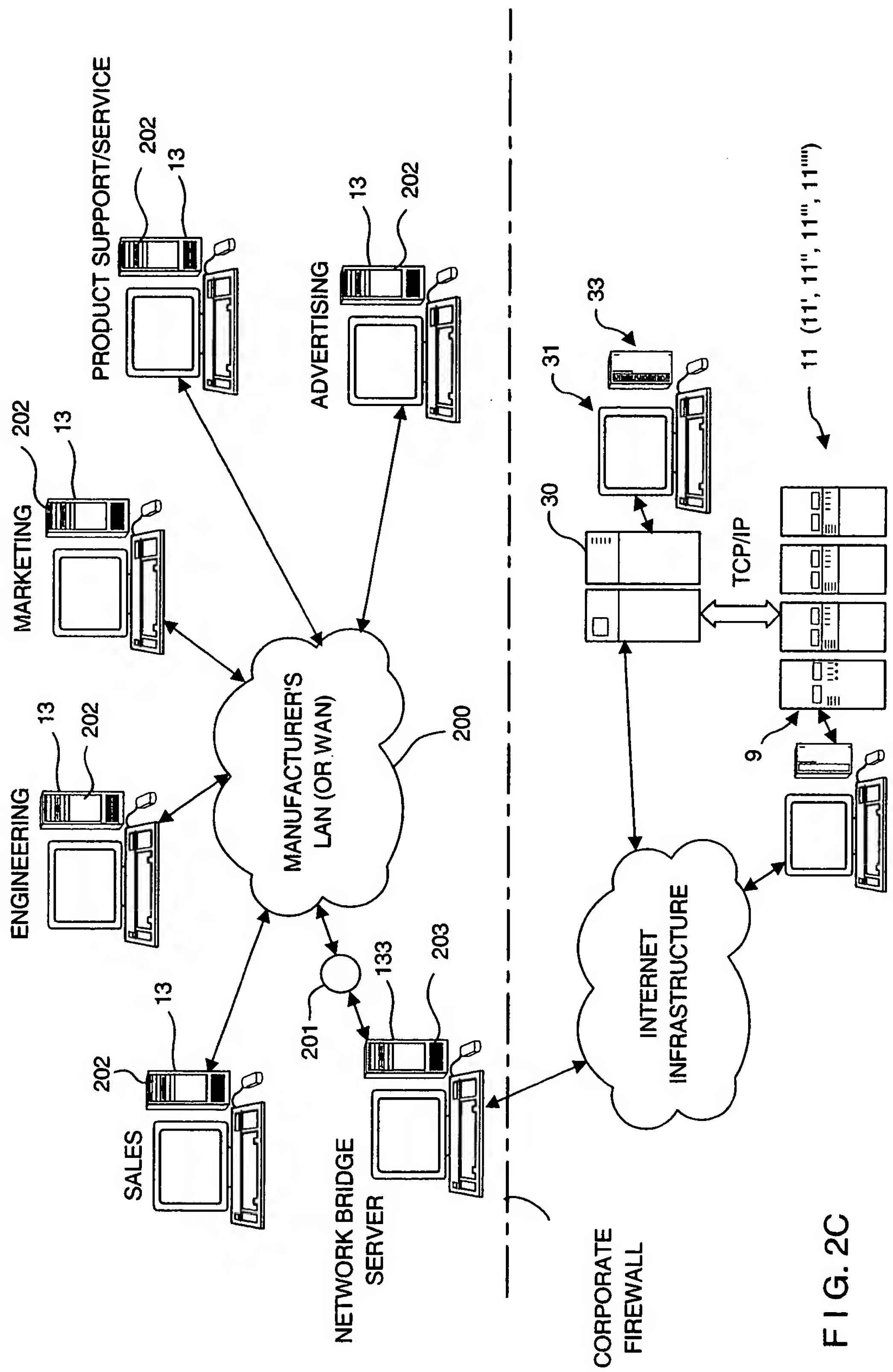
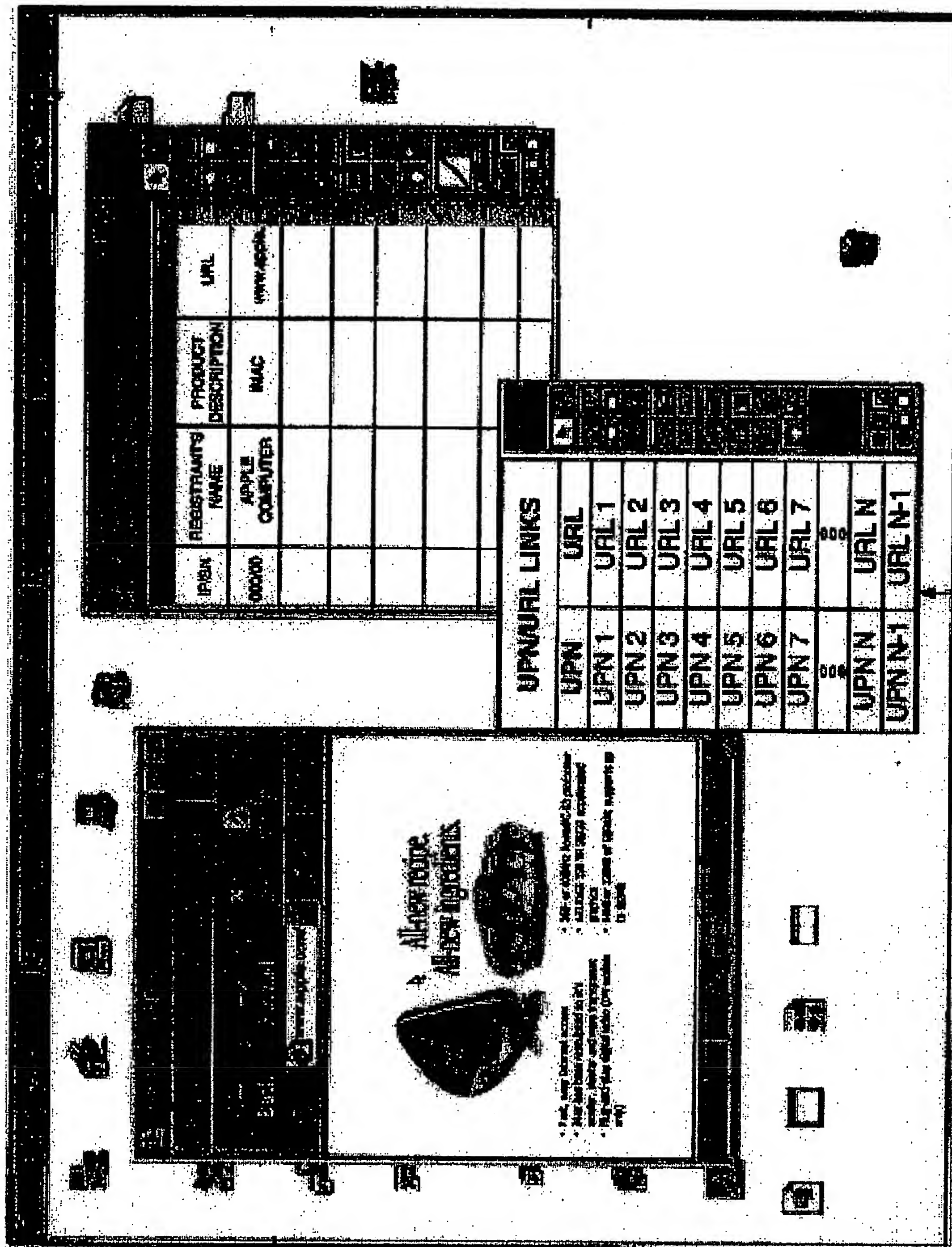


FIG. 2C

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FIG. 2C1

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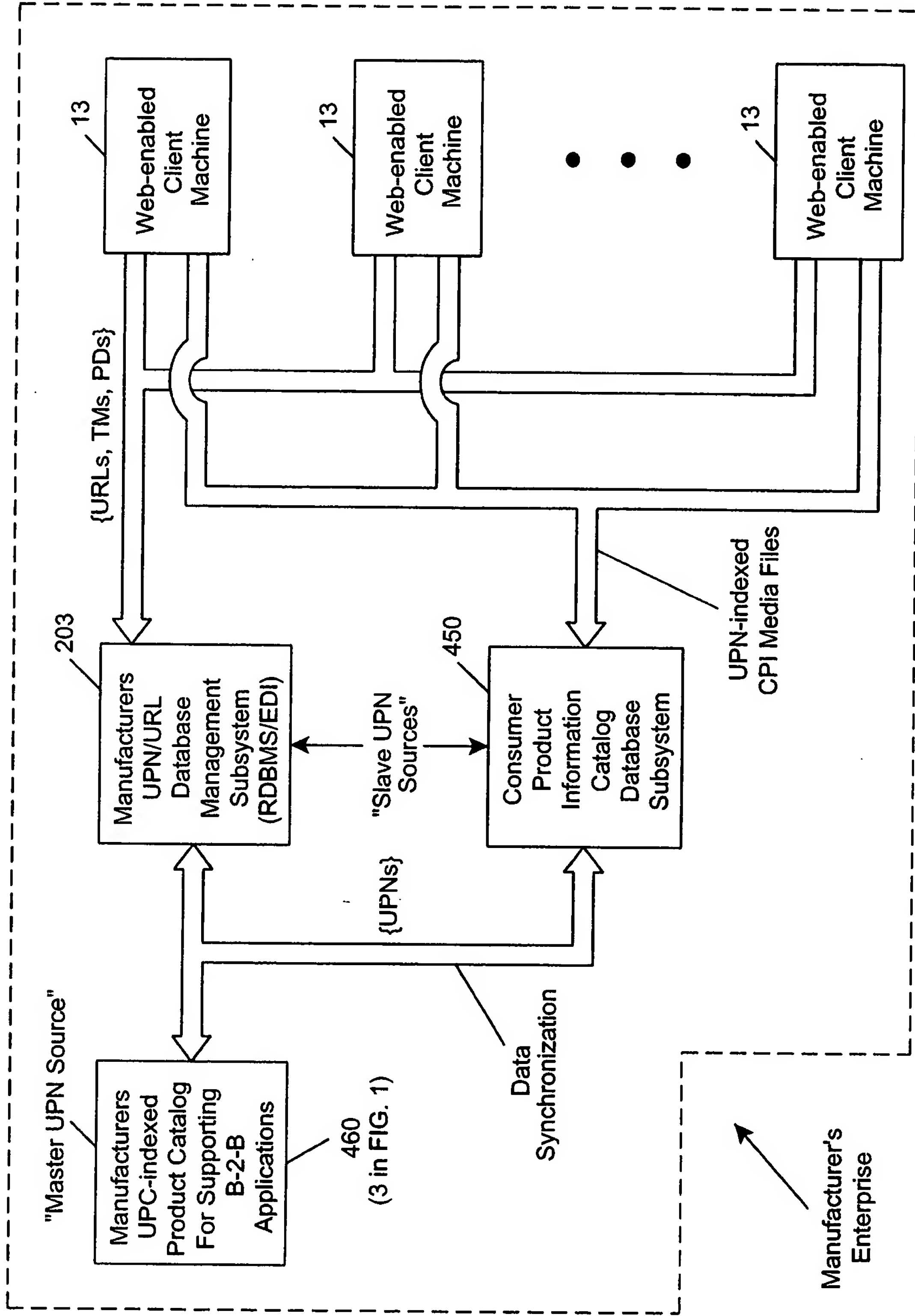


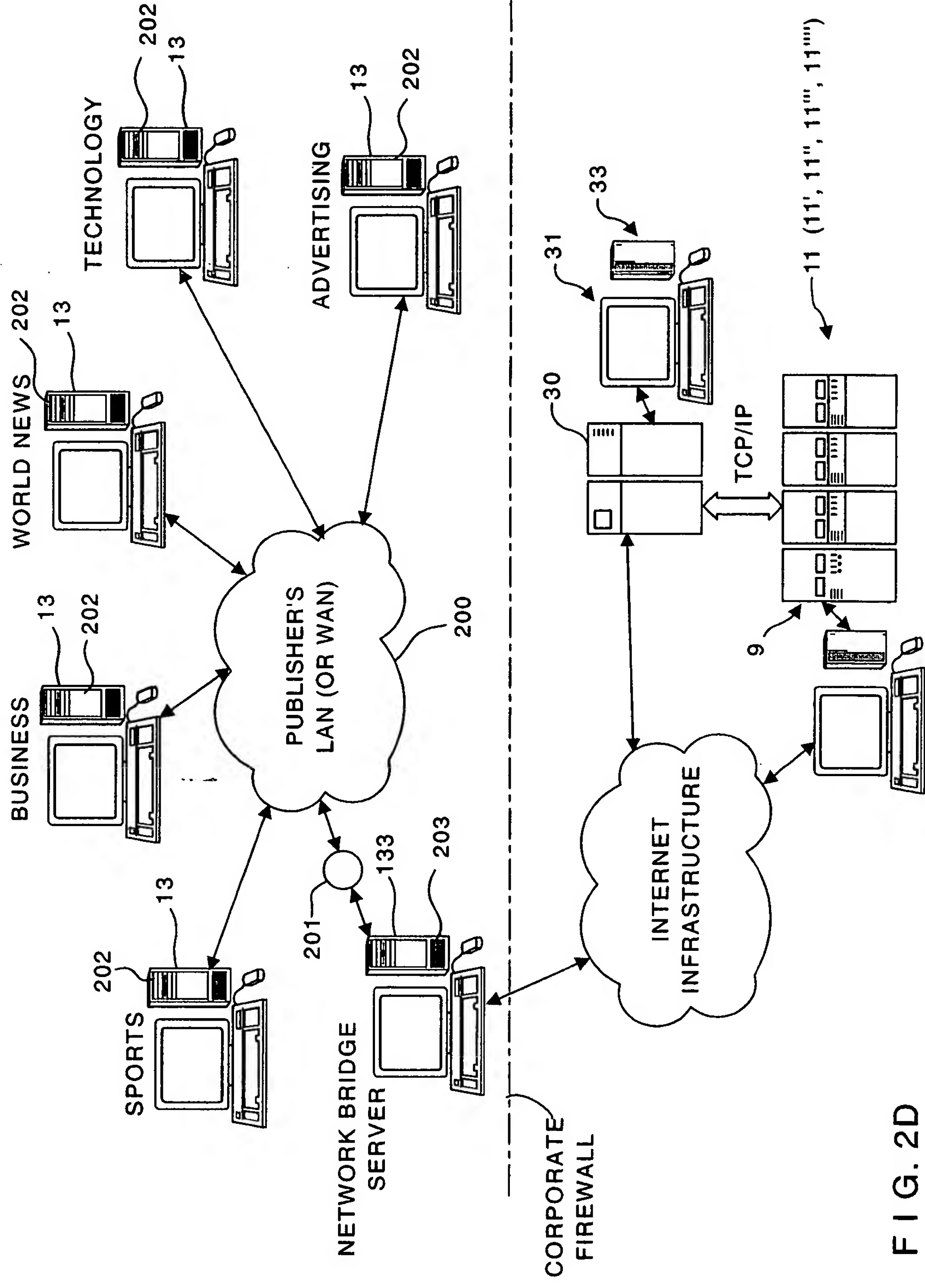
FIG. 2C2

Brandlinx™  
CPI LCMT  
Software

UPN	TM 1	Pre Pur-chase	URL CAT 1	URL 1,1	URL 1,2	URL
	TM 2	Post Pur-chase	URL CAT 2	URL 2,1	URL 2,2	URL
	PD		URL CAT 3	URL 3,1	URL 3,2	URL
			URL CAT 4	URL 4,1	URL 4,2	URL
			URL CAT 5	URL 5,1	URL 5,2	URL
			URL CAT 6	URL 6,1	URL 6,2	URL
			URL CAT 7	URL 7,1	URL 7,2	URL
			URL CAT 8	URL 8,1	URL 8,2	URL

FIG. 2C3

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



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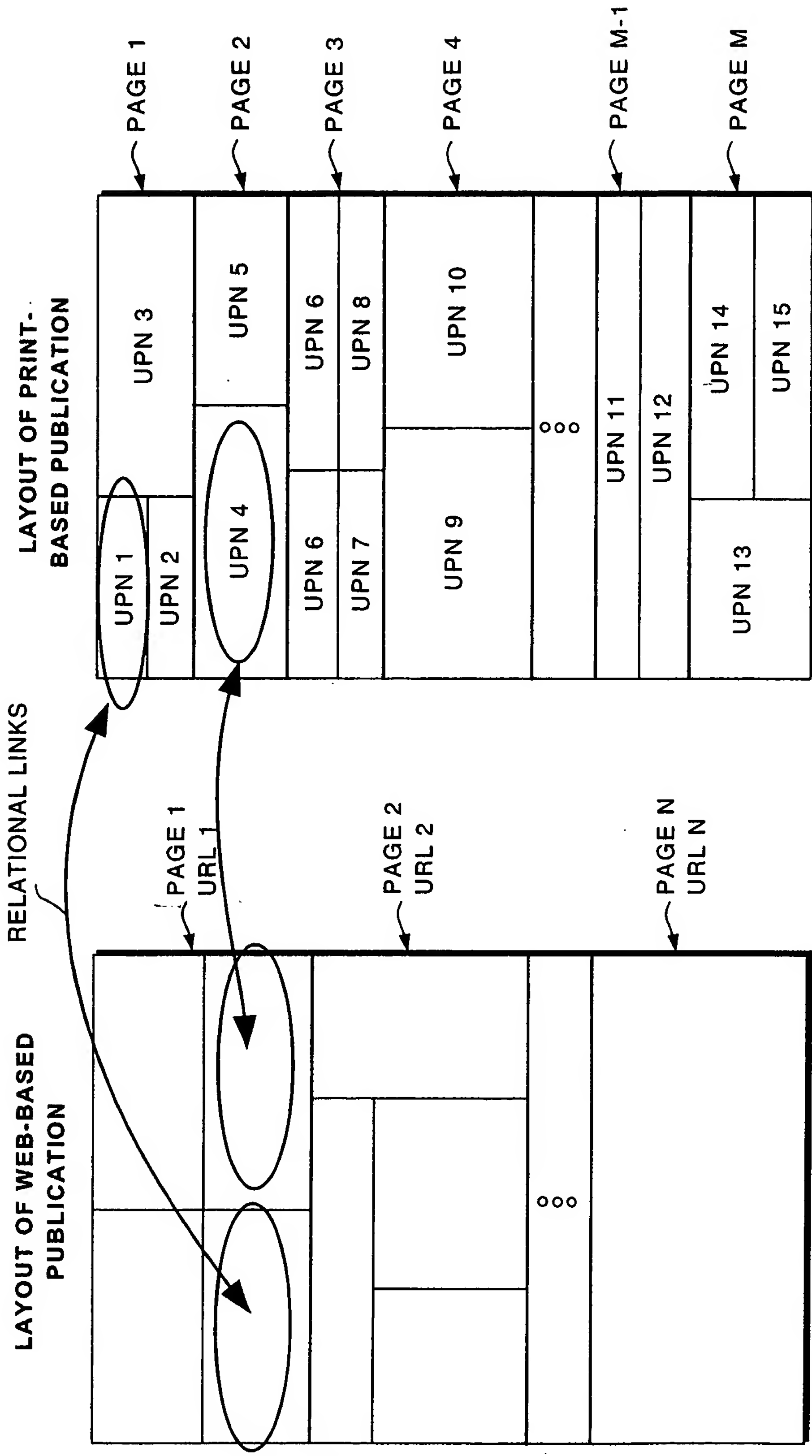


FIG. 2E1

FIG. 2E2

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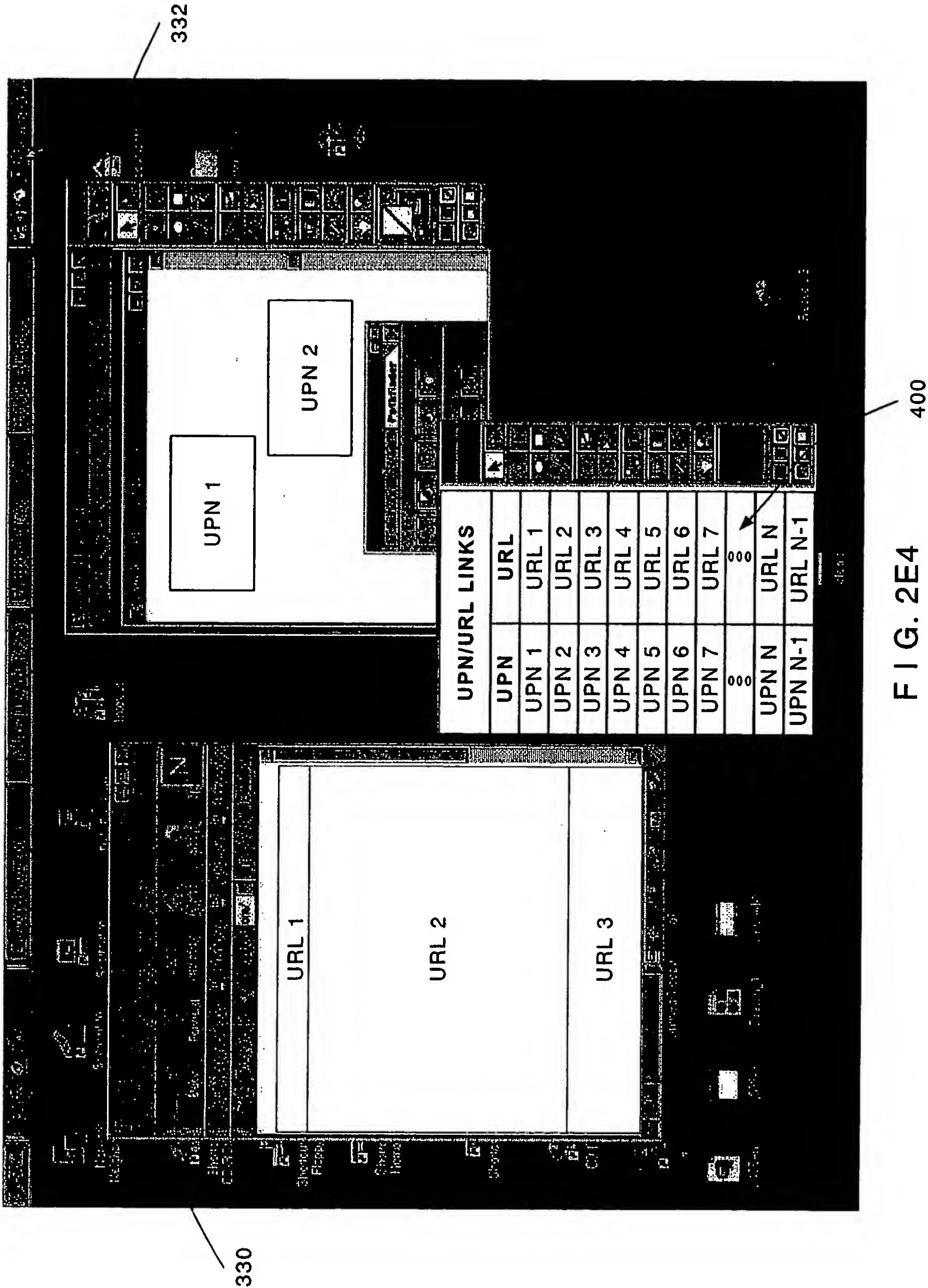
UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

F I G. 2E3



COMPOSITION/EDITORIAL MODE



UPN/URL DATA LINKING MODE

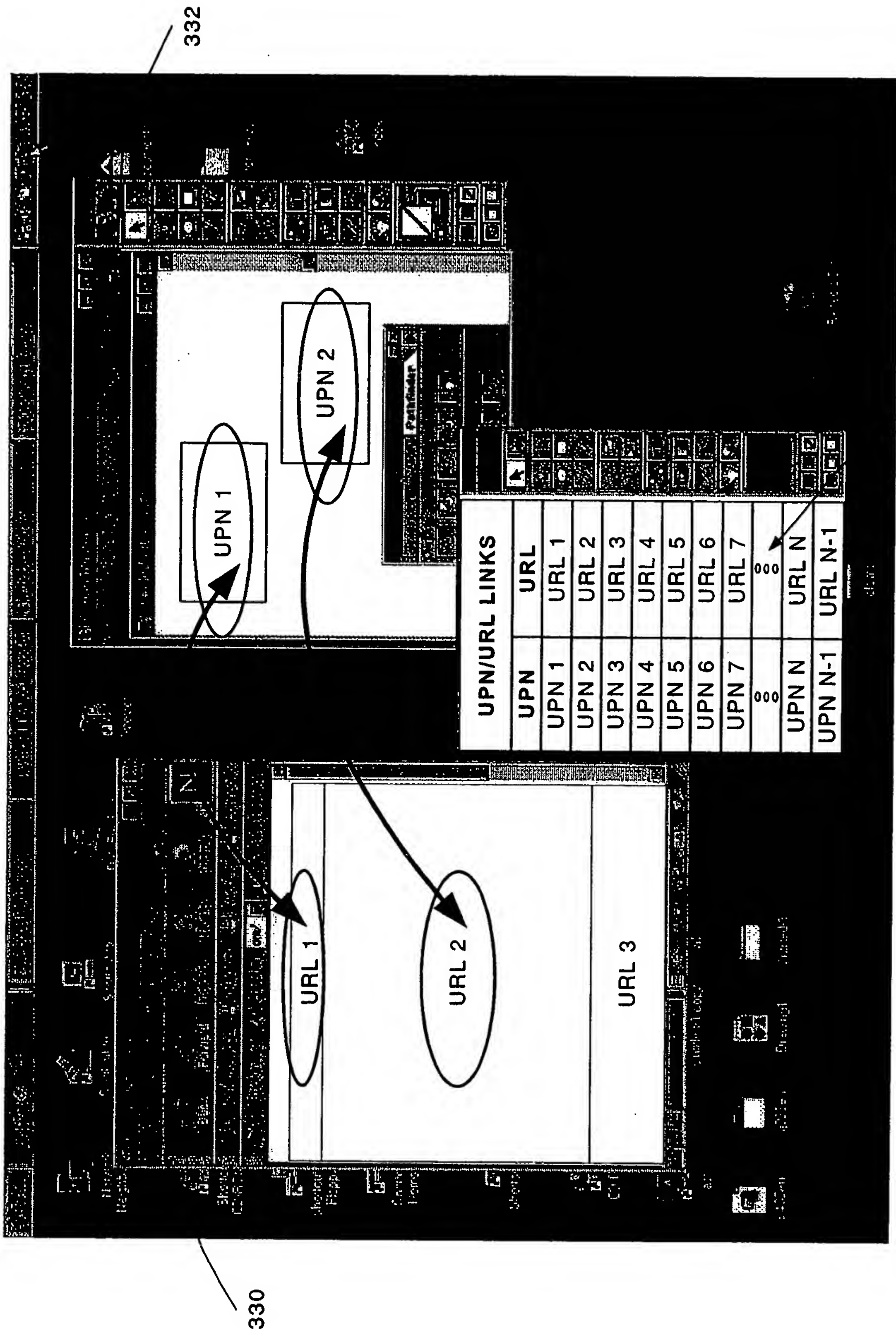


FIG. 2E5

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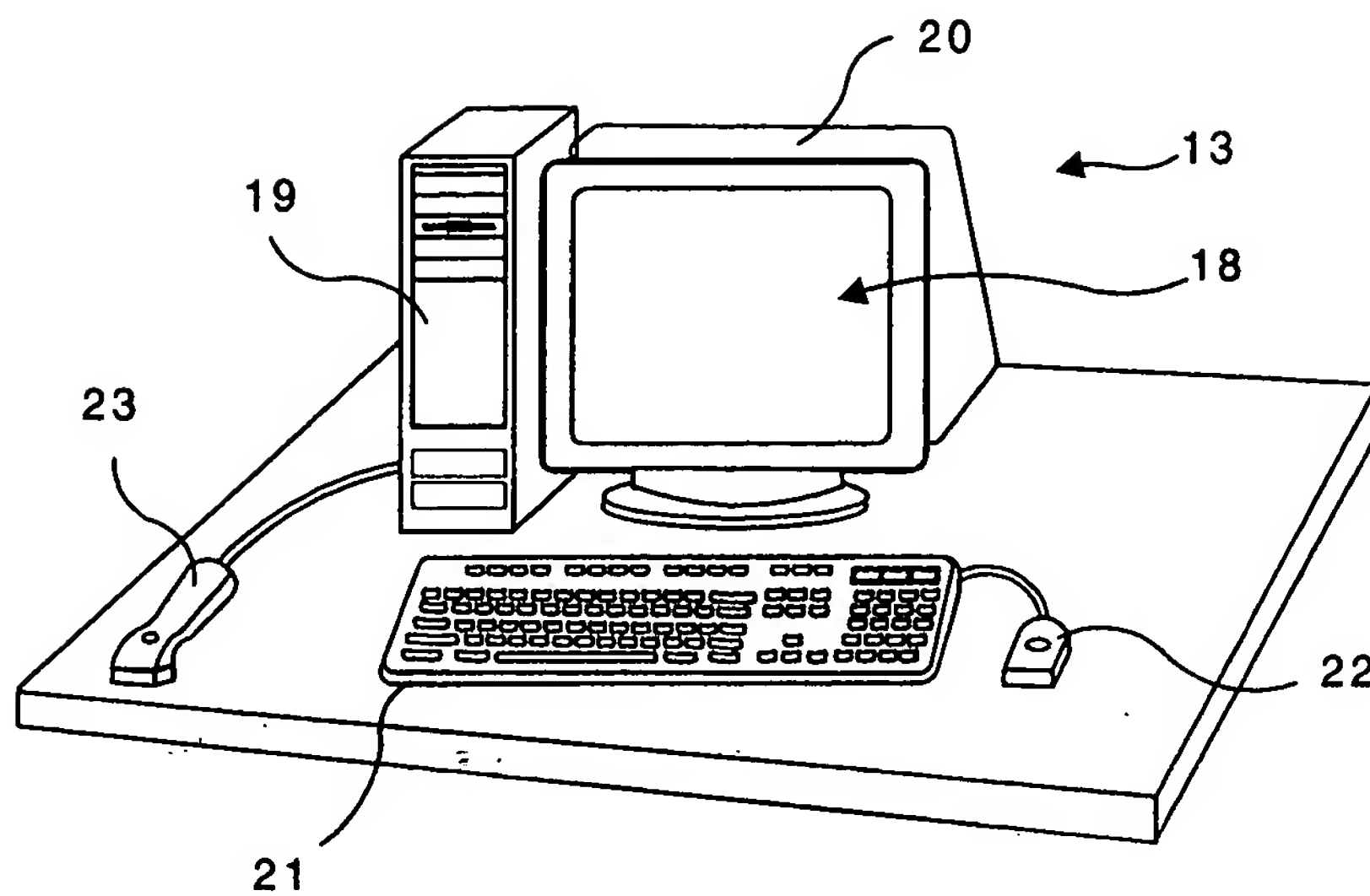


FIG. 3A1

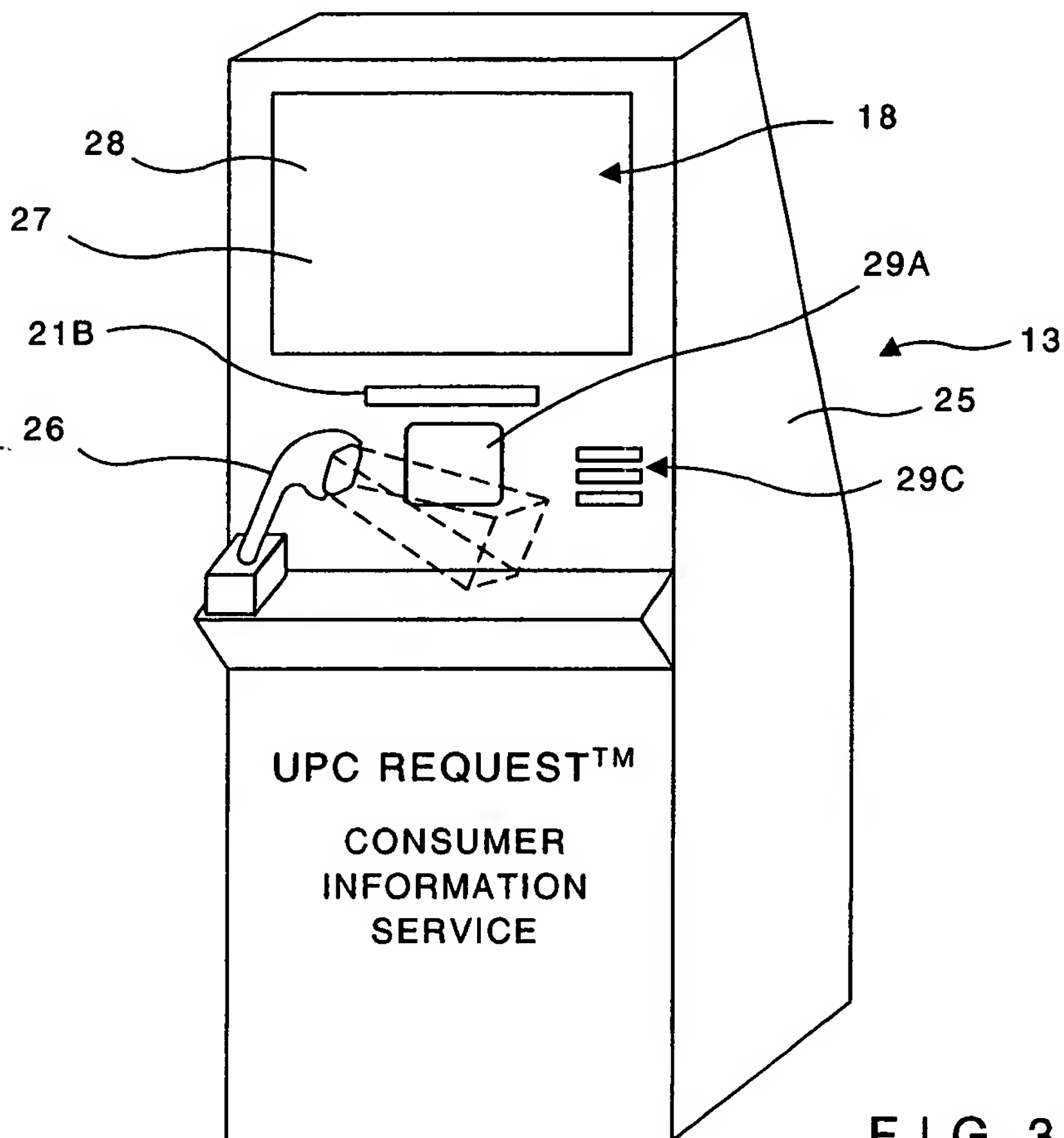
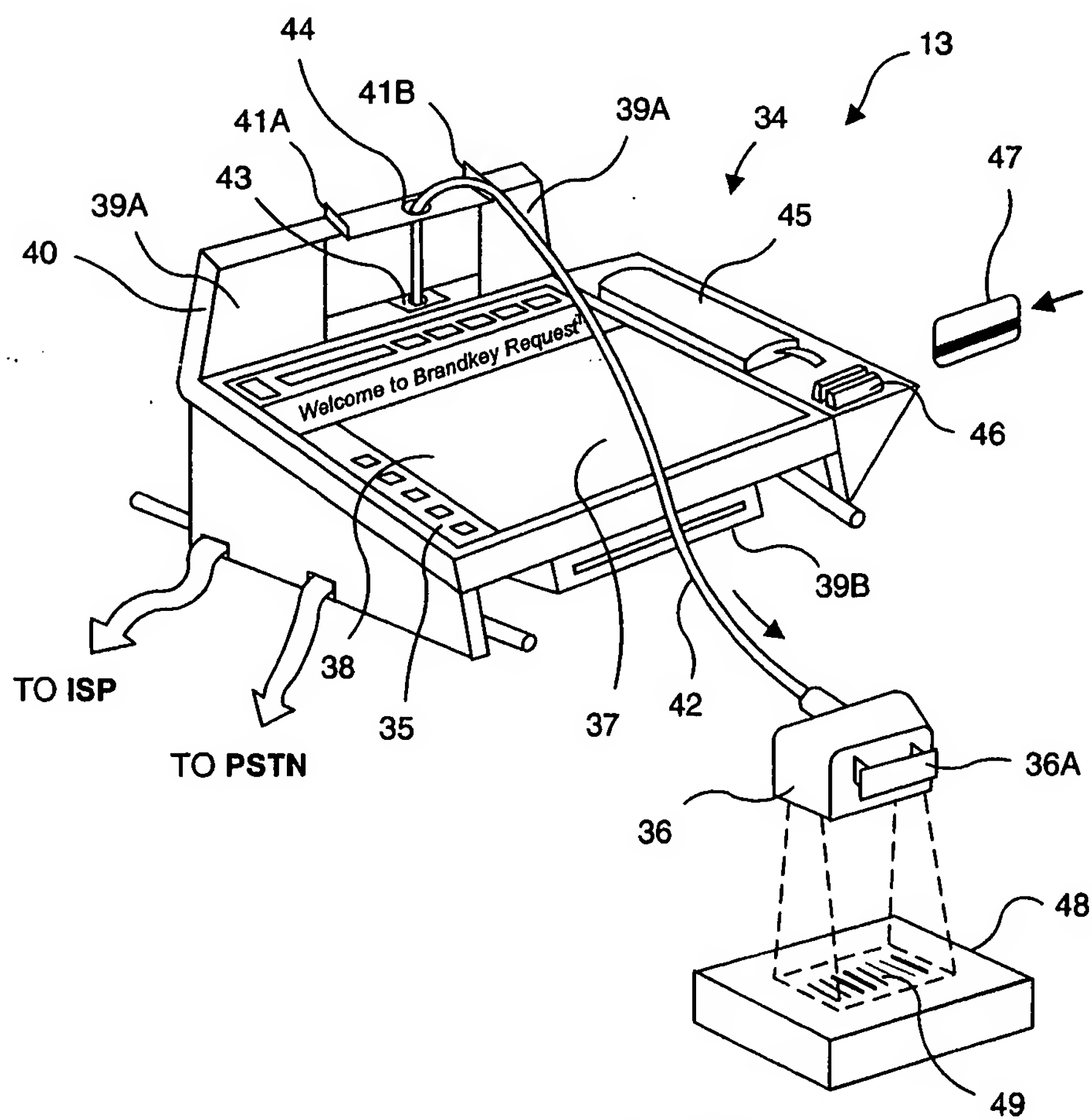
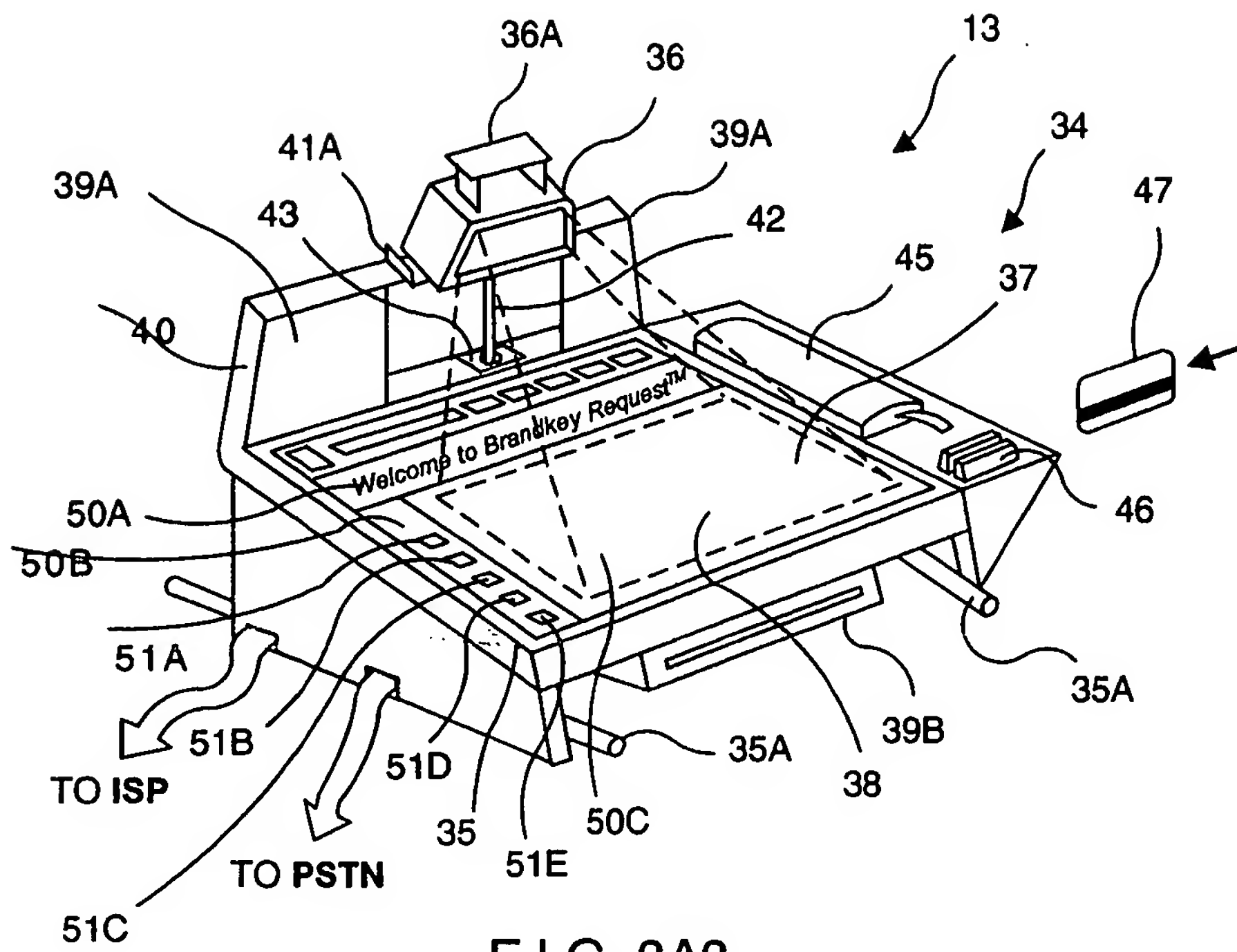
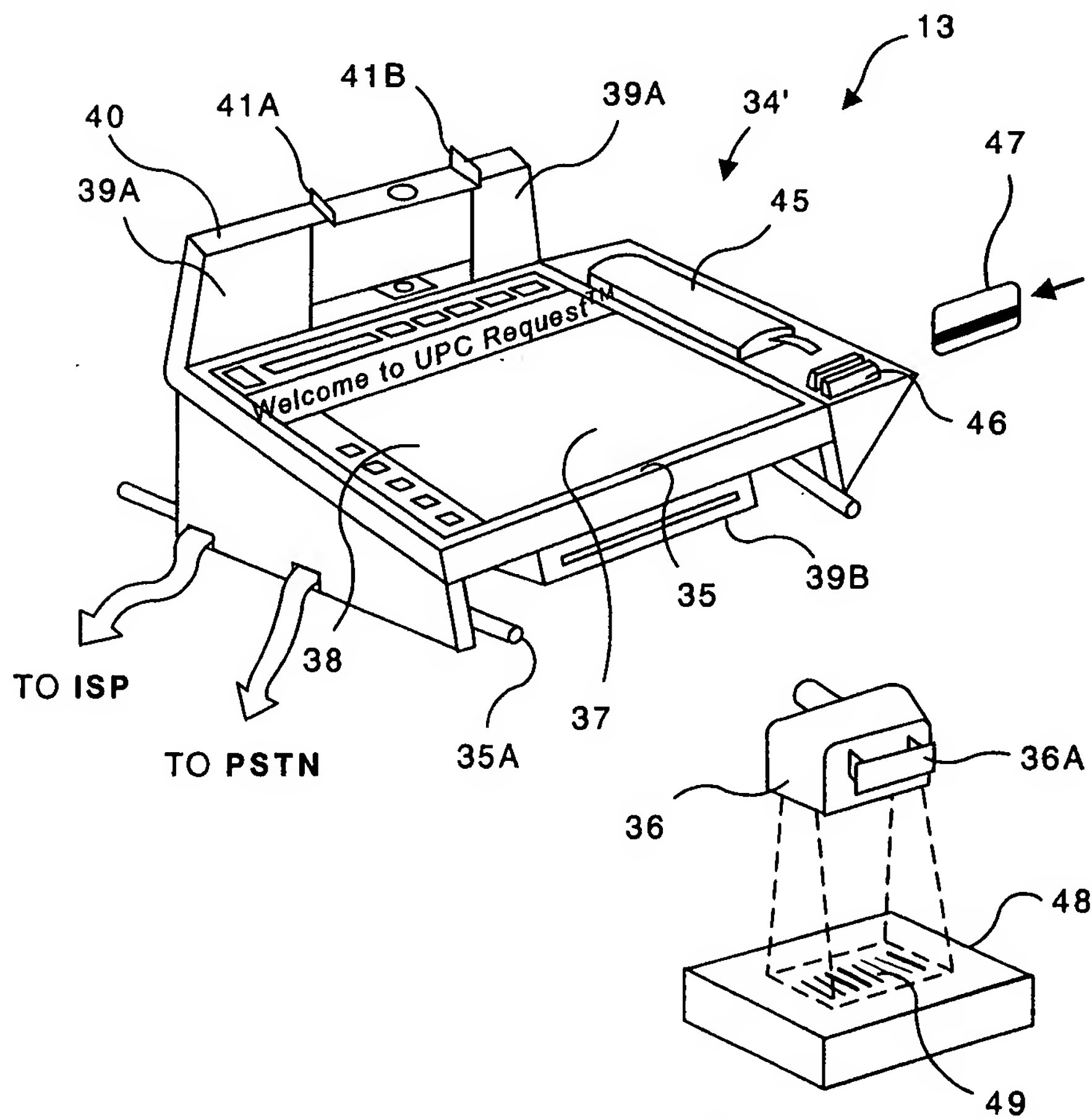
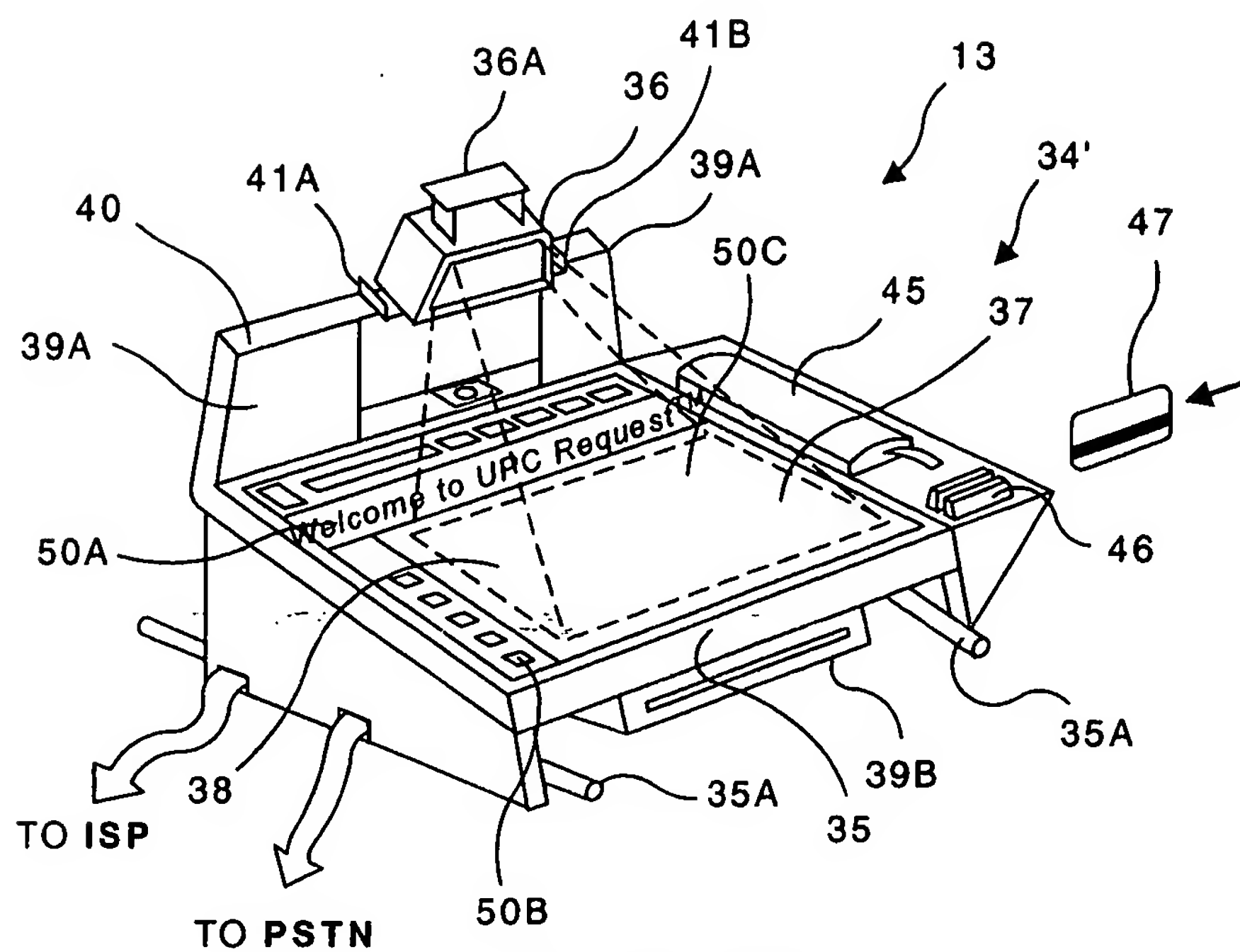


FIG. 3A2

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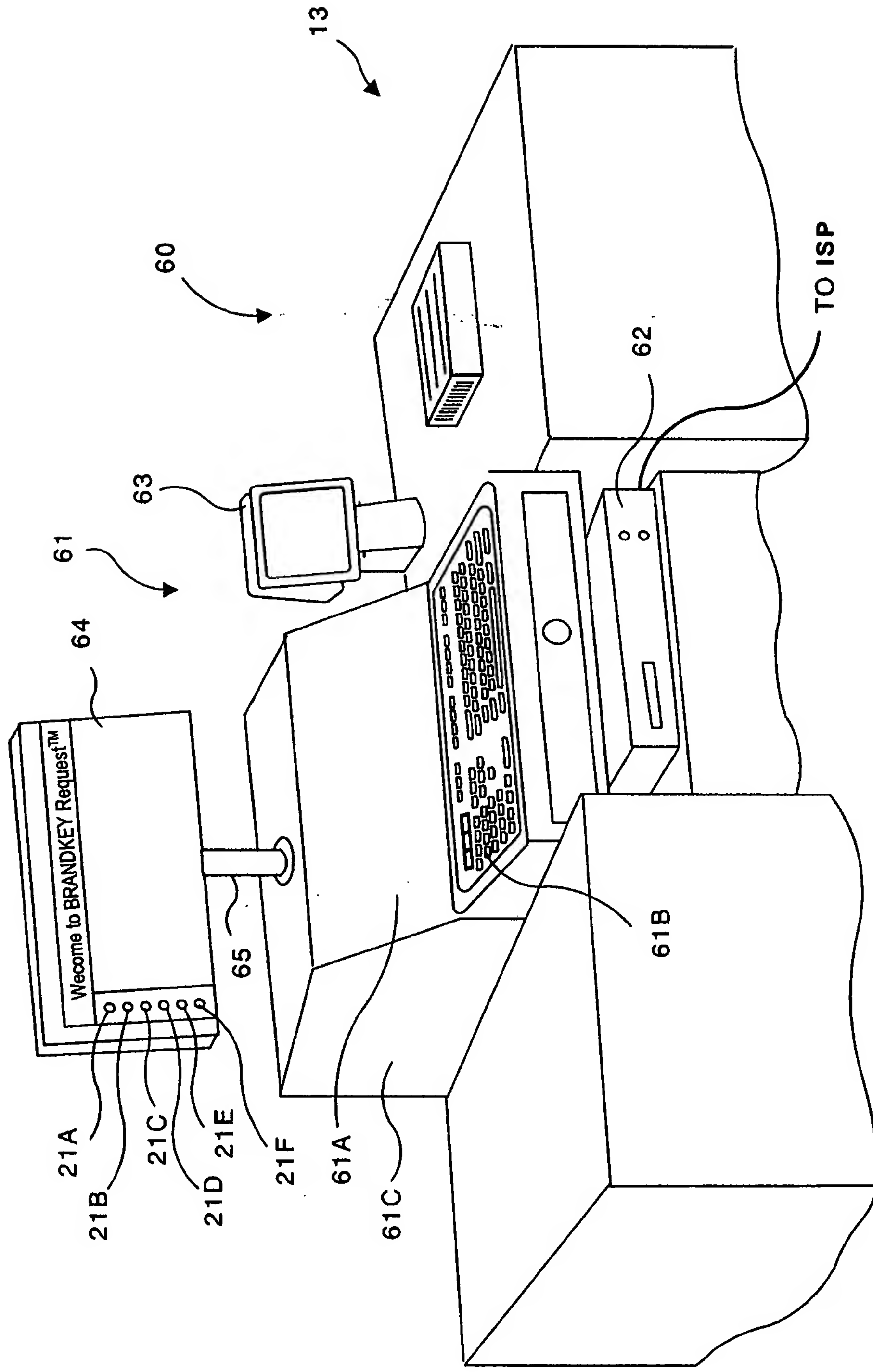


FIG. 3A5

TO ISP

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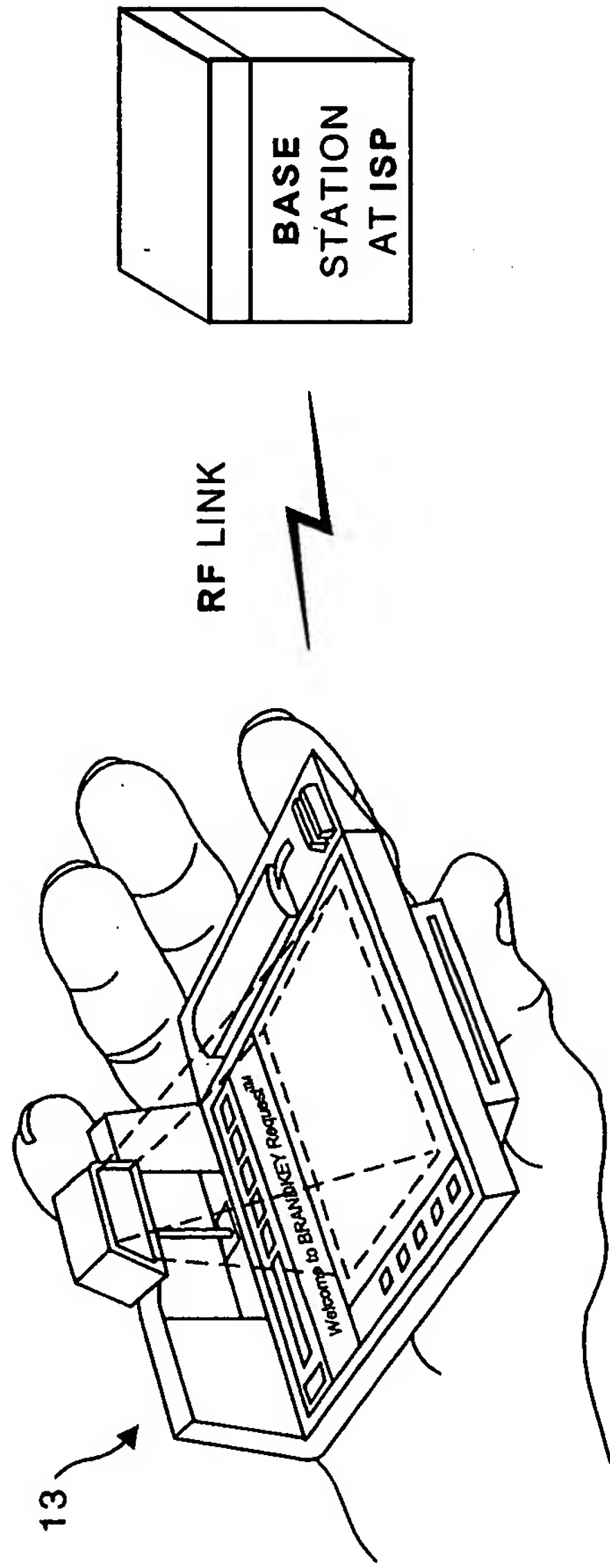


FIG. 3A6



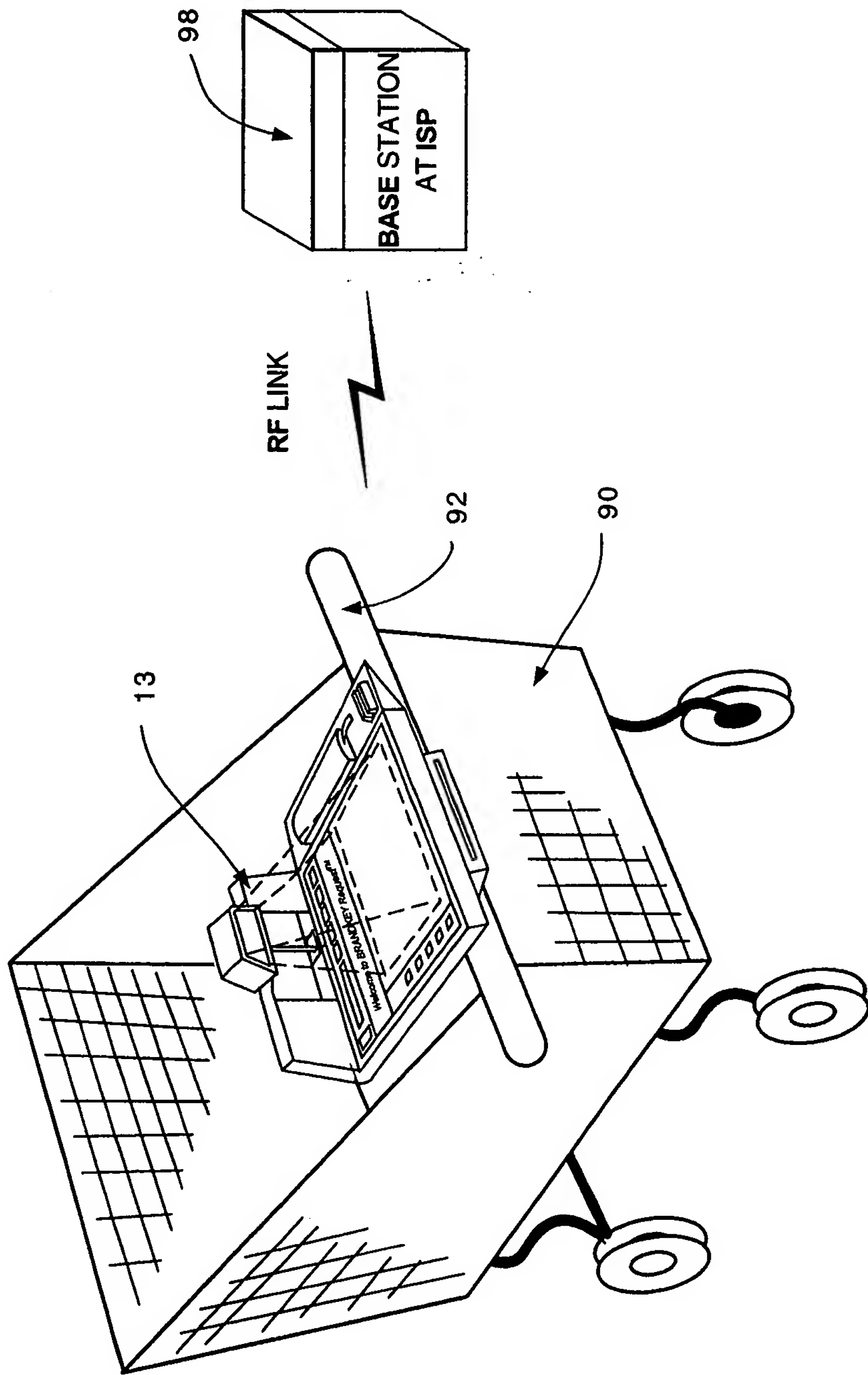


FIG. 3A7

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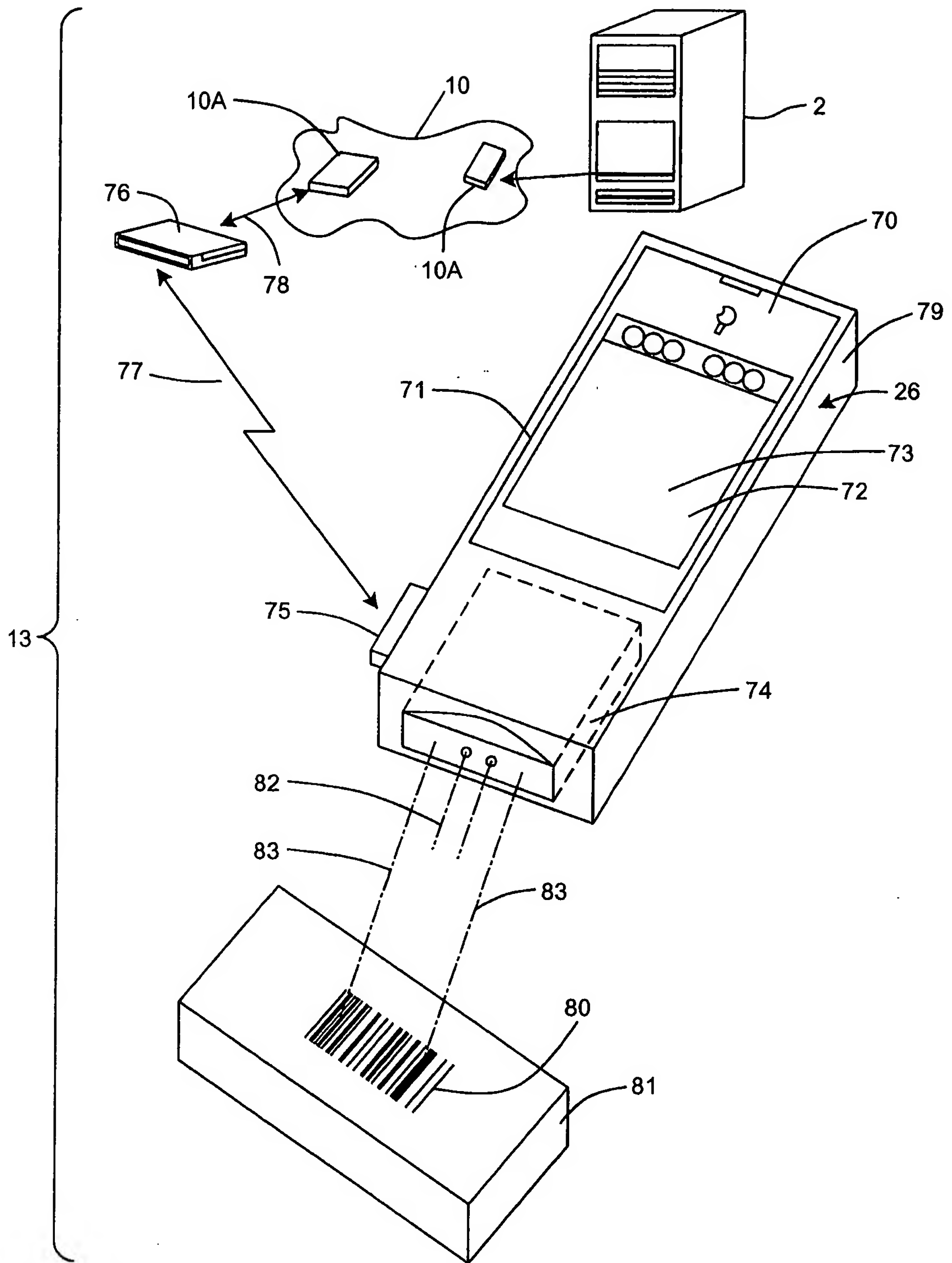


FIG. 3A8

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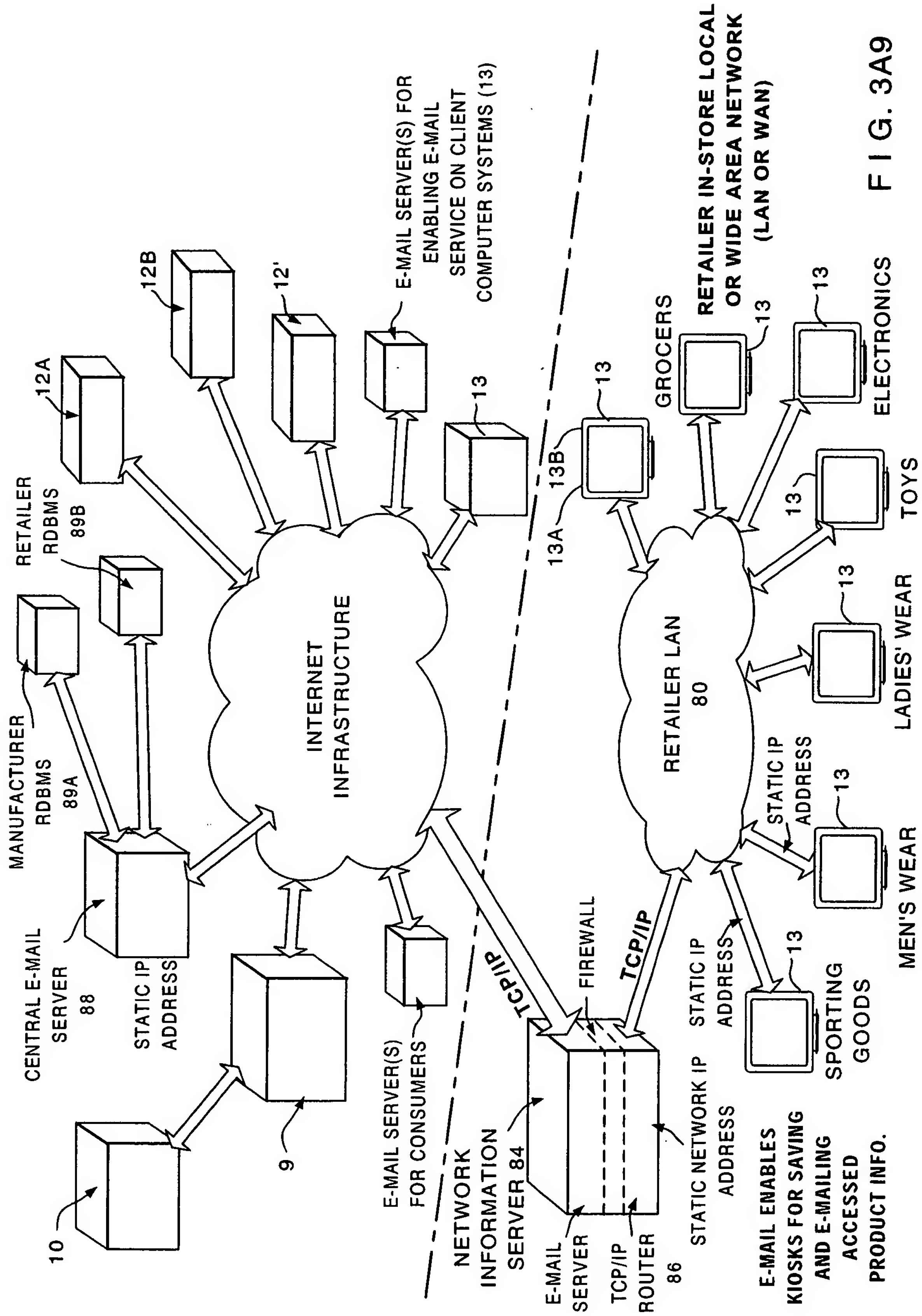


FIG. 3A9

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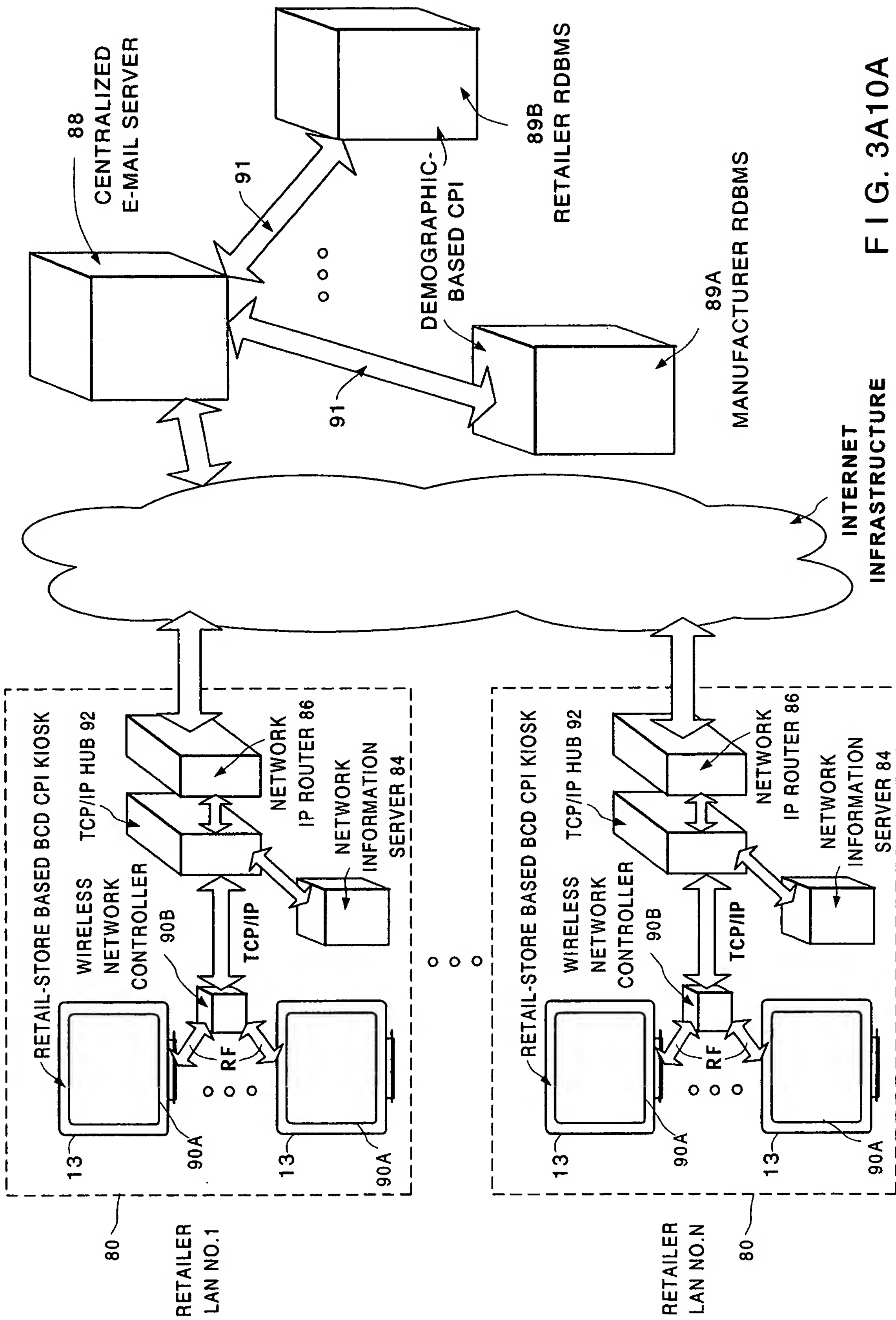


FIG. 3A10A

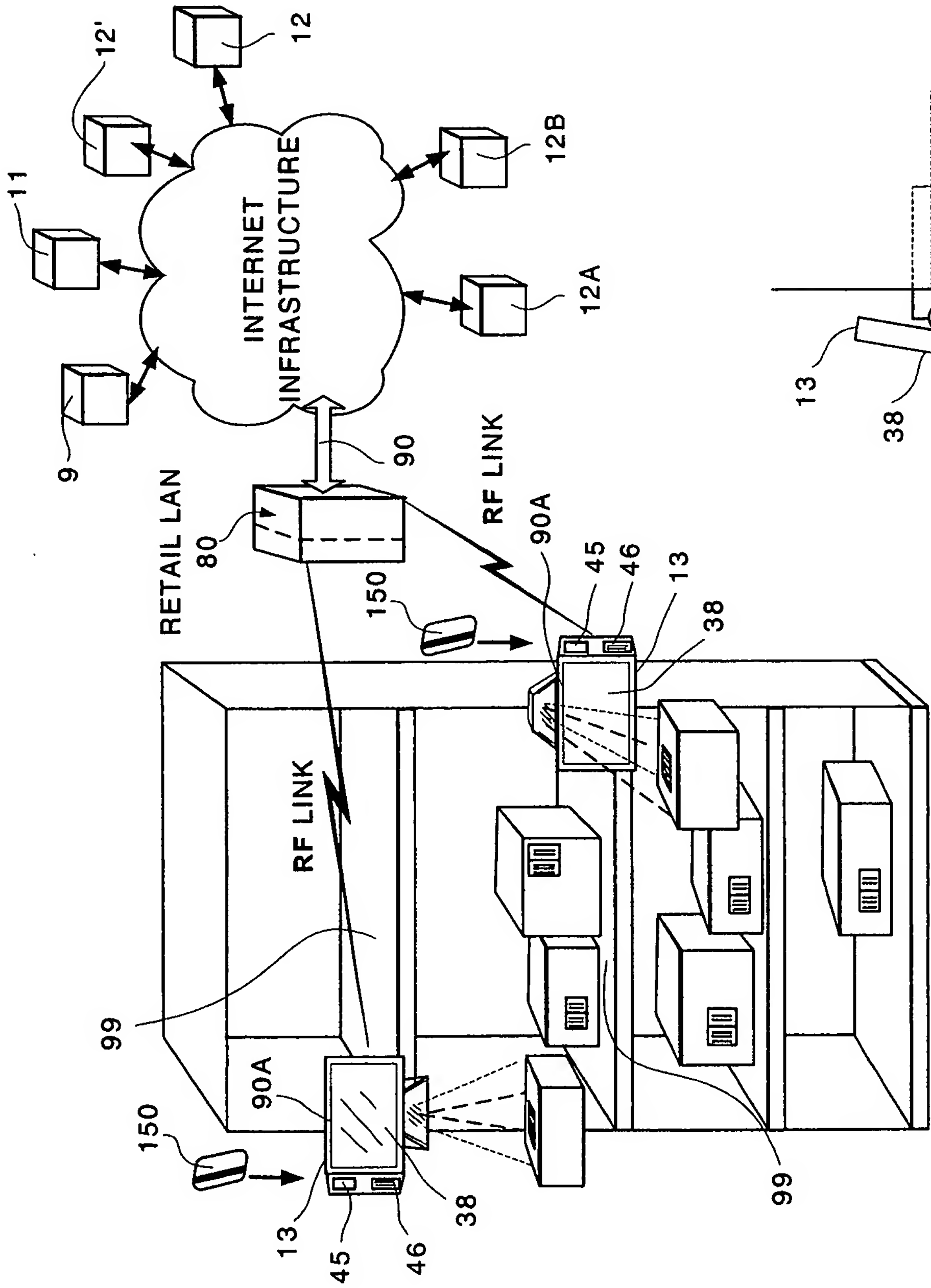


FIG. 3A10B

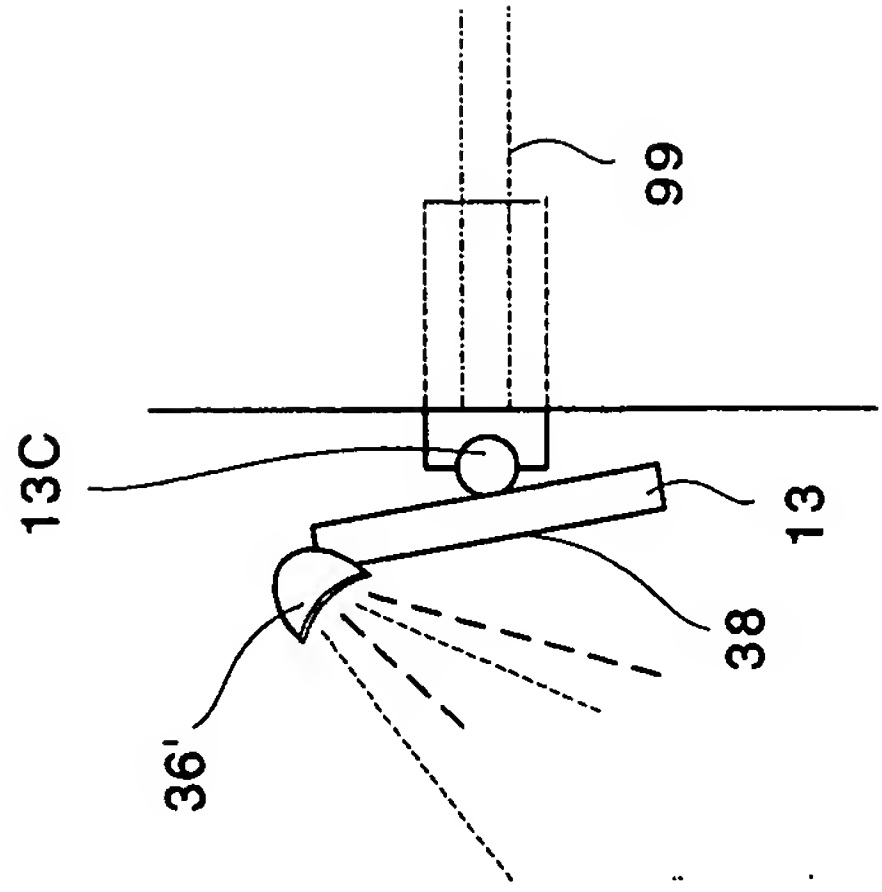


FIG. 3A10D

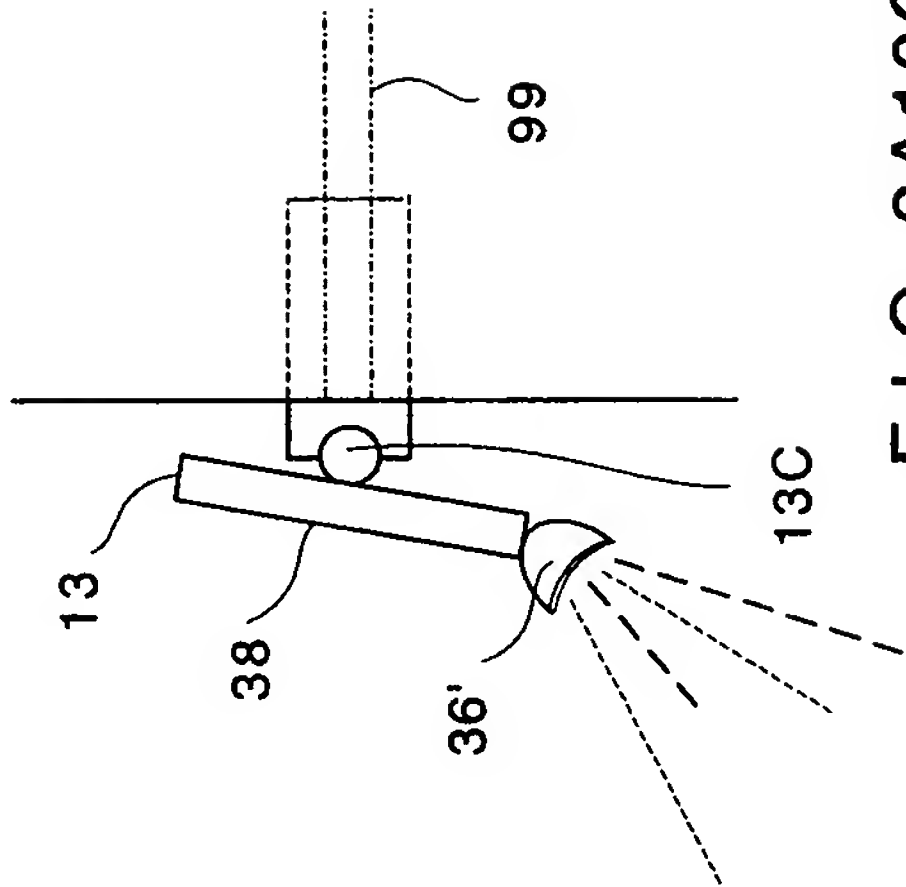


FIG. 3A10C

MASTER DATABASE TABLE MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM									
RETAILER R NAME	RETAILER KIOSK E-MAIL ACCNT. NO.	RETAIL KIOSK NO.	UPN	URL	DATE	DESTINATION E-MAIL (HOME)	E-MAIL DELIVERY CONFIRMATION	CONSUMER NAME	CONSUMER ADDRESS
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 3A11

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<b>MANUFACTURER (MIN)</b>	<b>RETAIL KIOSK NO.</b>	<b>UPN</b>	<b>URL</b>	<b>DATE</b>	<b>DESTINATION E-MAIL ADDRESS</b>	<b>E-MAIL DELIVERY CRITERIA</b>	<b>CONSUMER NAME</b>	<b>CONSUMER ADDRESS</b>
.								
. . . . . .	. . . . . .	. . . . . .	. . . . . .	. . . . . .	. . . . . .	. . . . . .	. . . . . .	. . . . . .

**FIG. 3A12**



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(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE** ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "**ELECTRONIC-MAIL**" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

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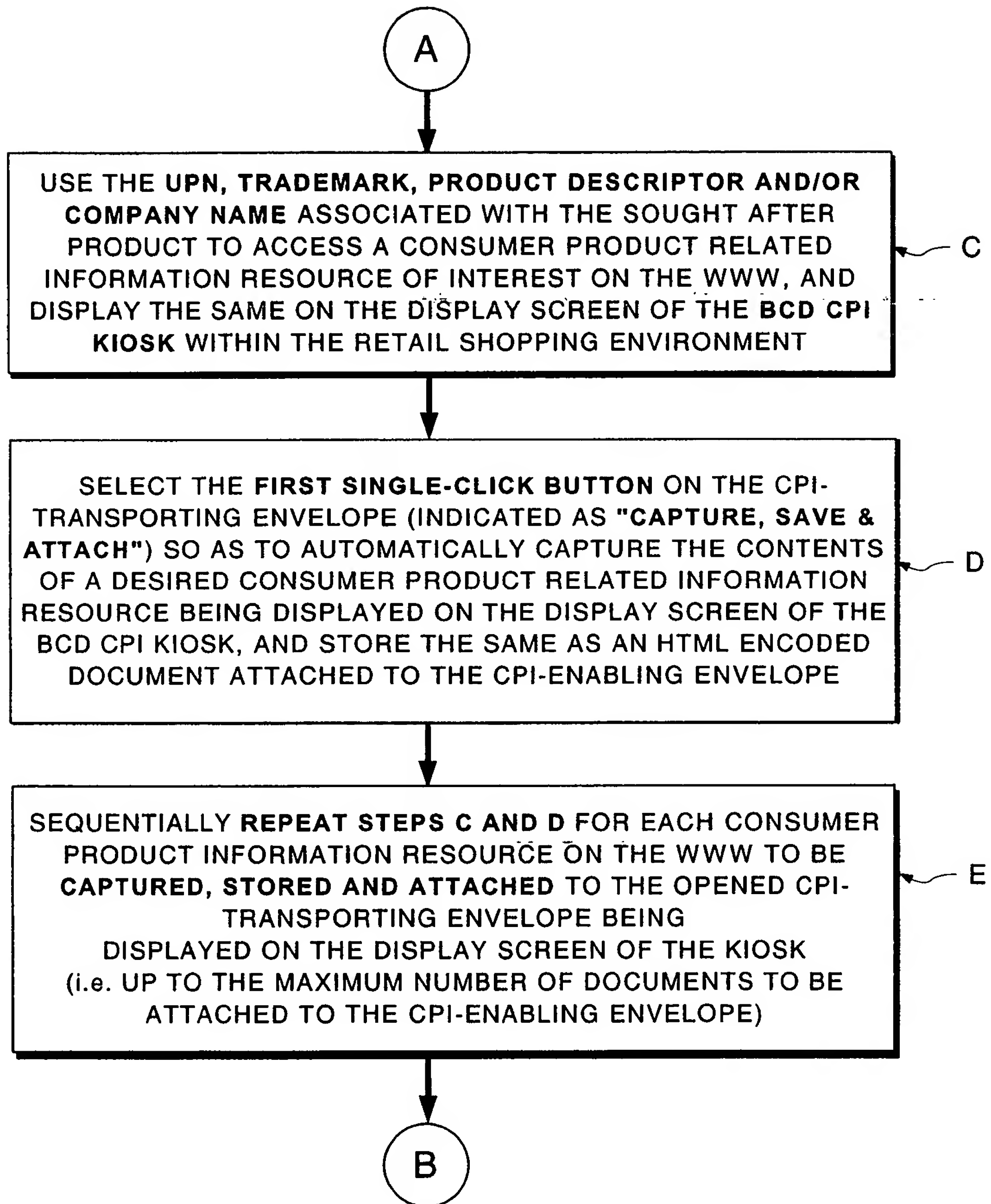
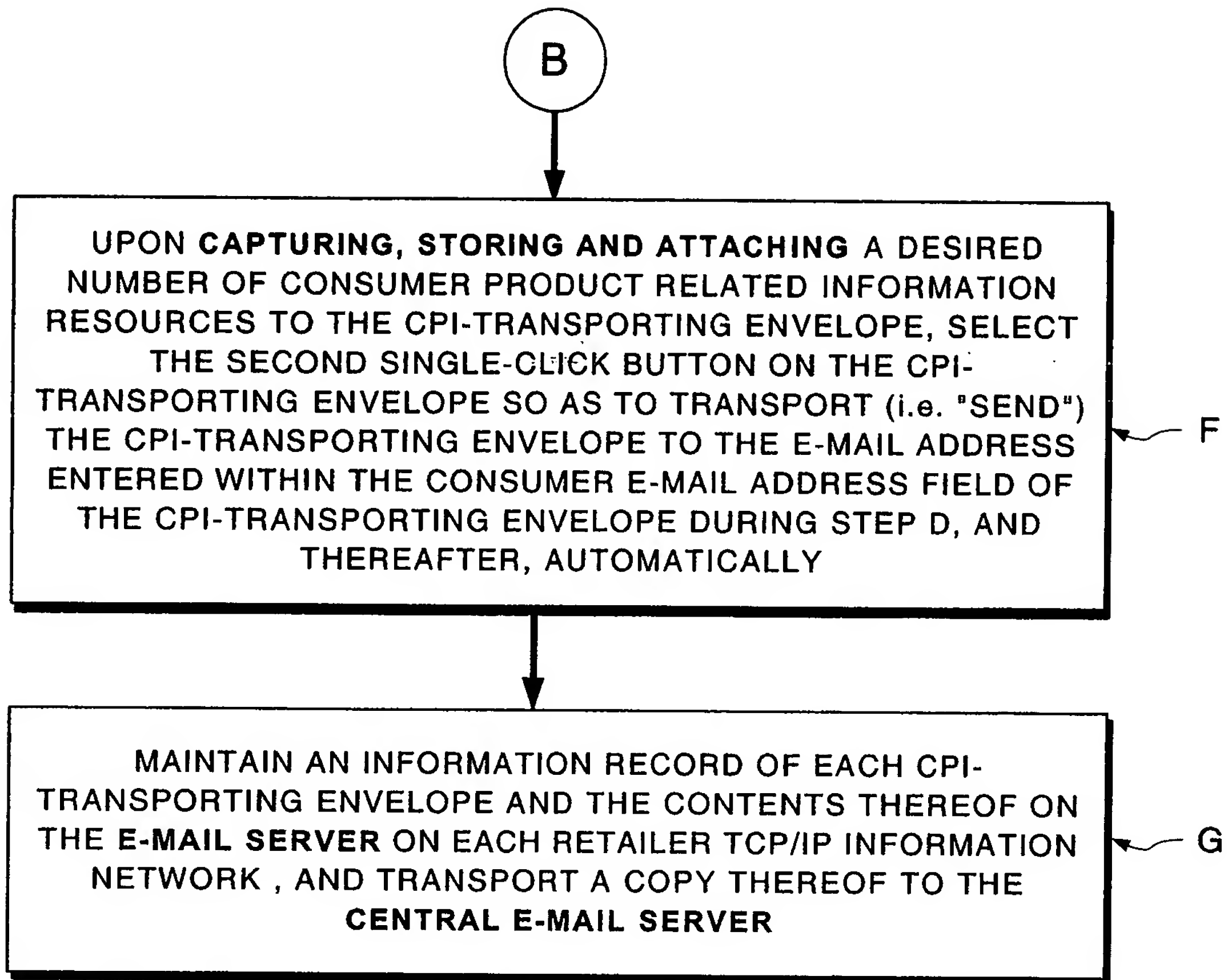


FIG. 3A13B

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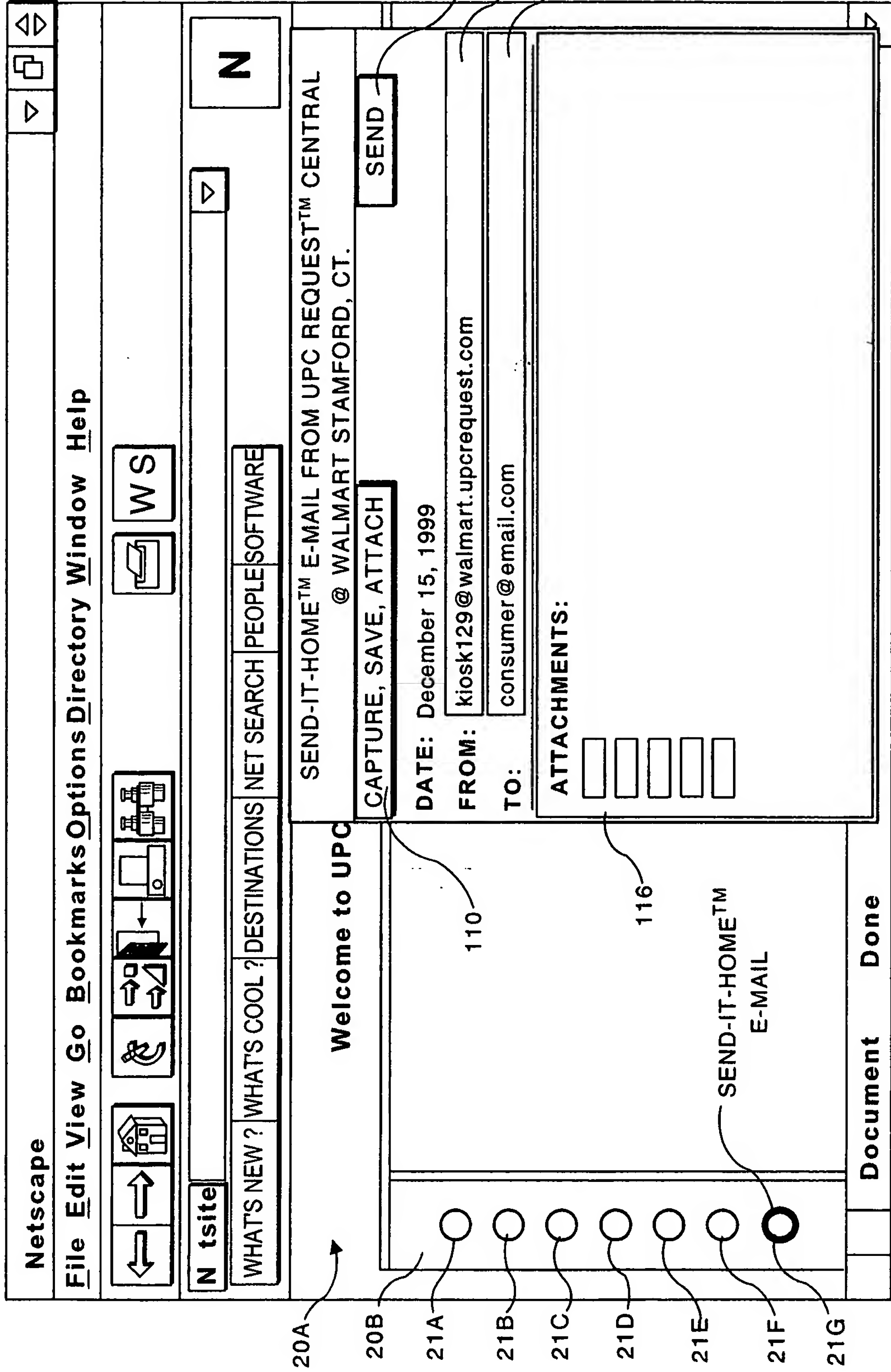


FIG. 3A14

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(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

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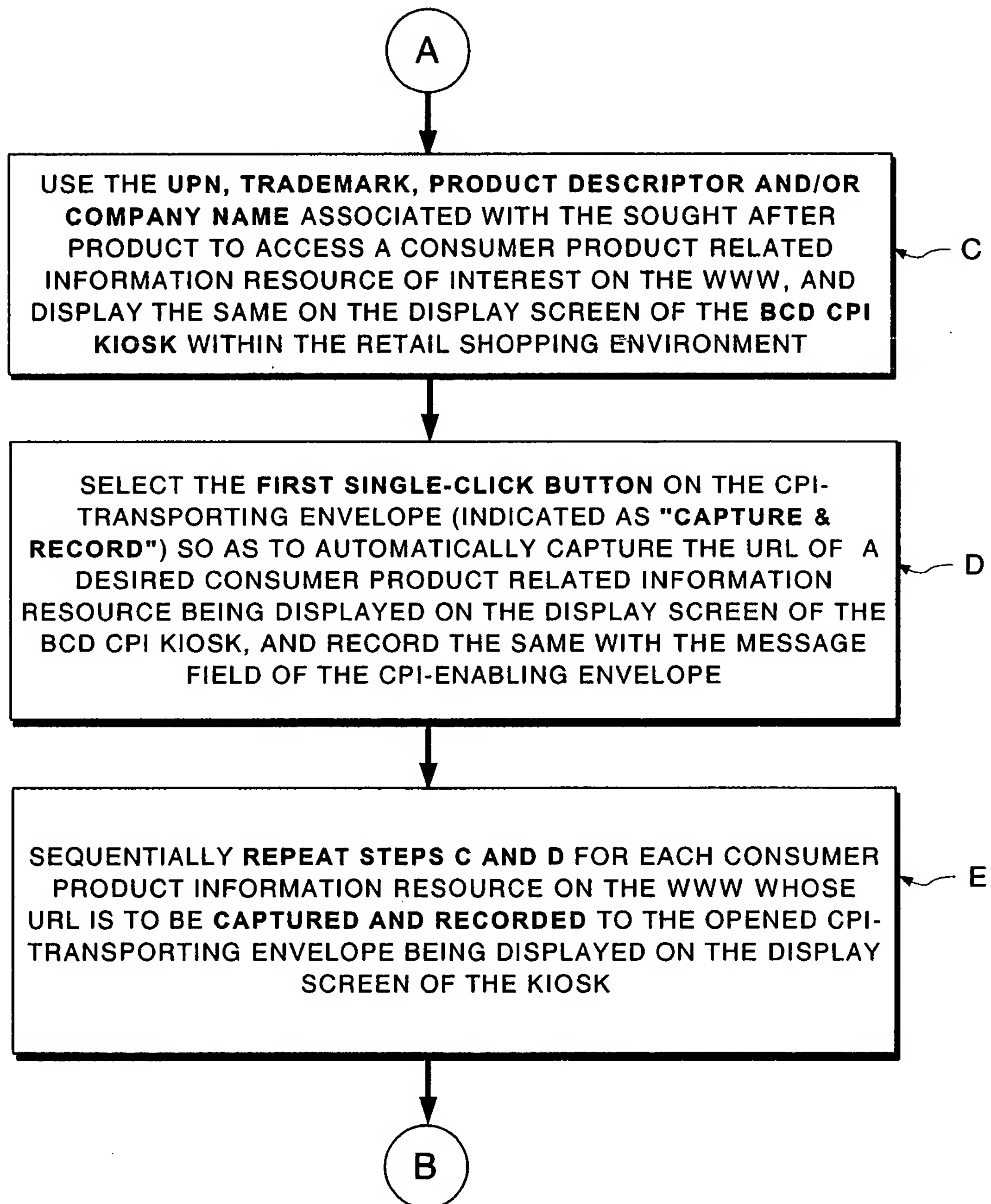


FIG. 3A15B

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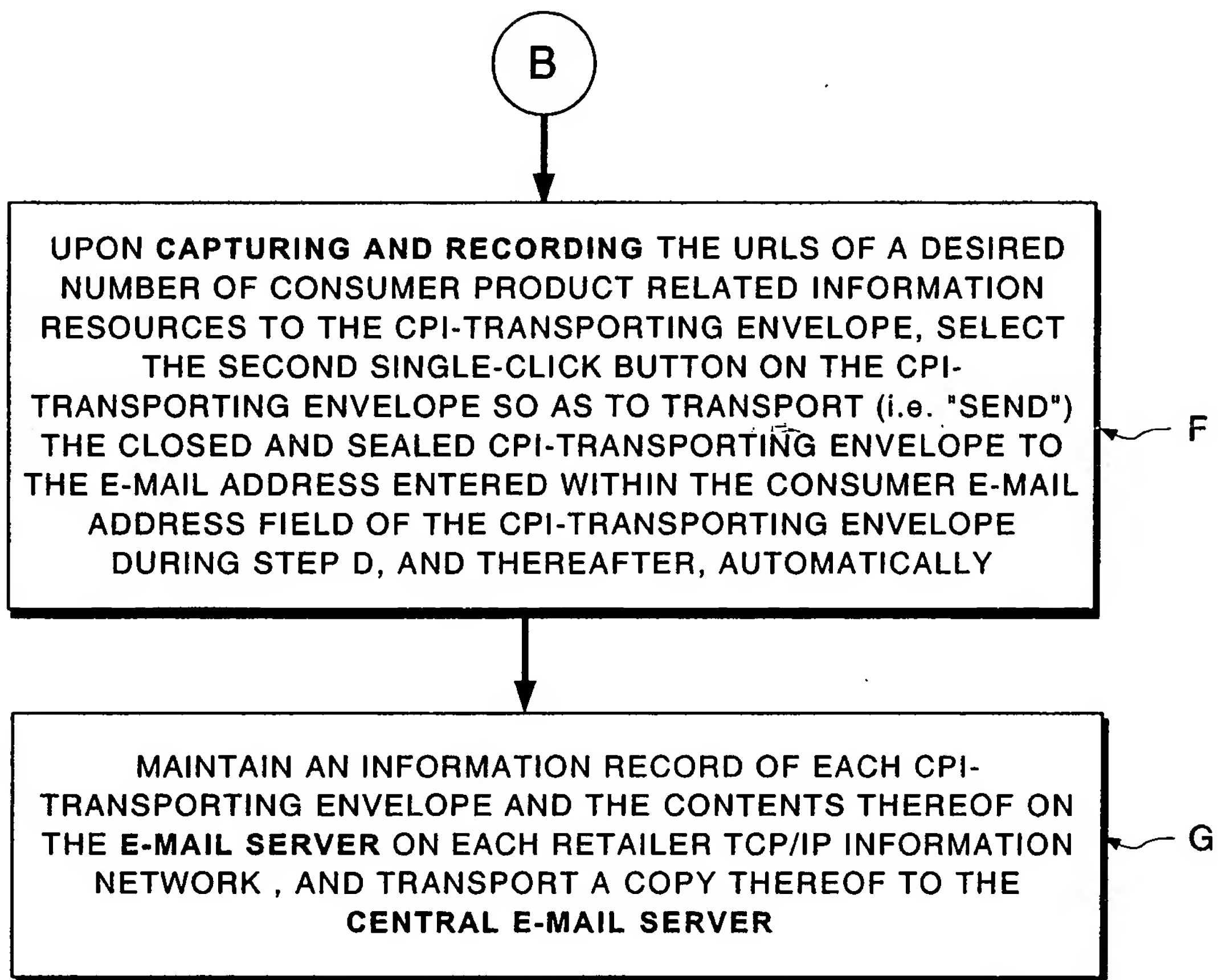


FIG. 3A15C

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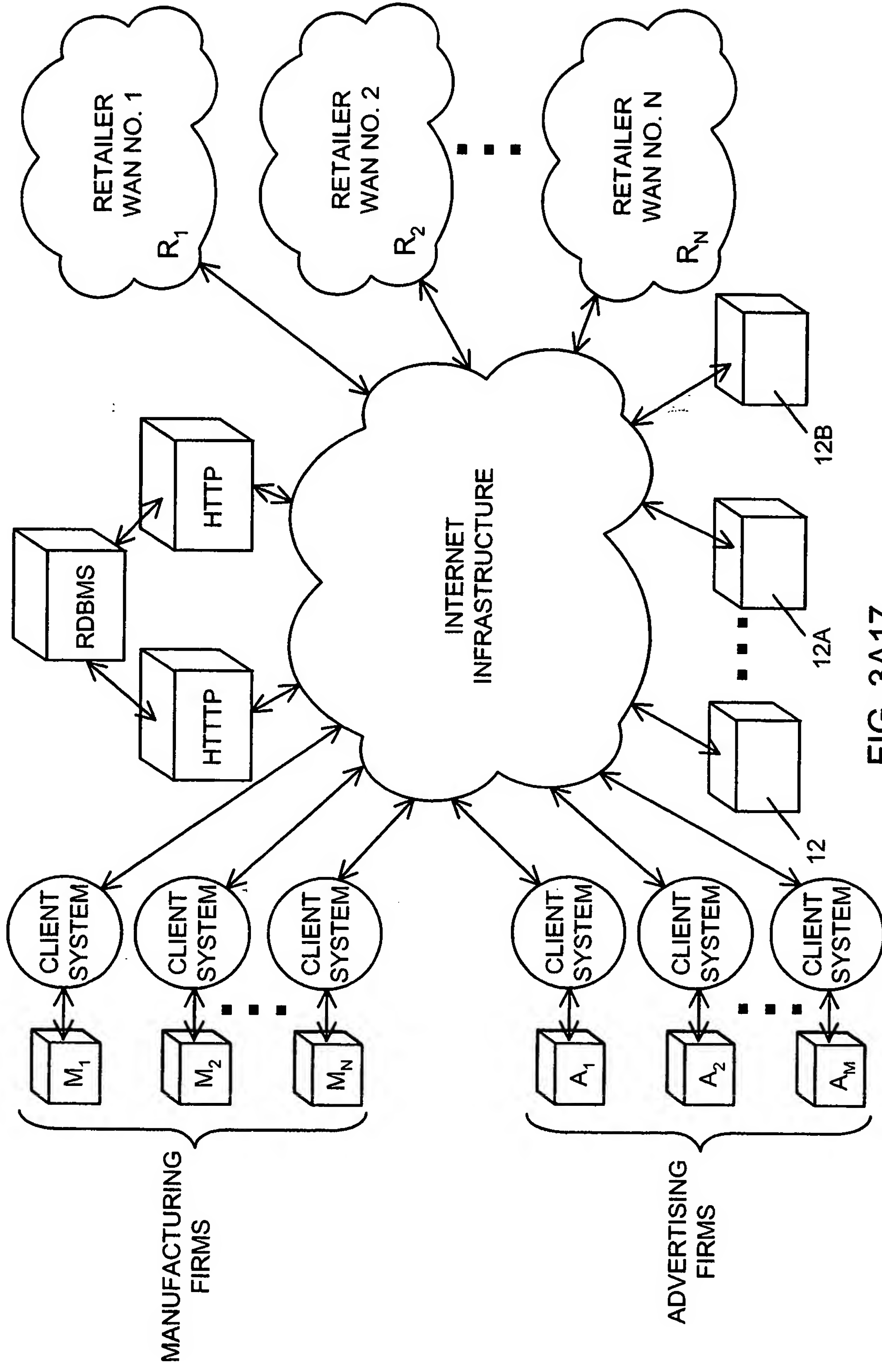


FIG. 3A17



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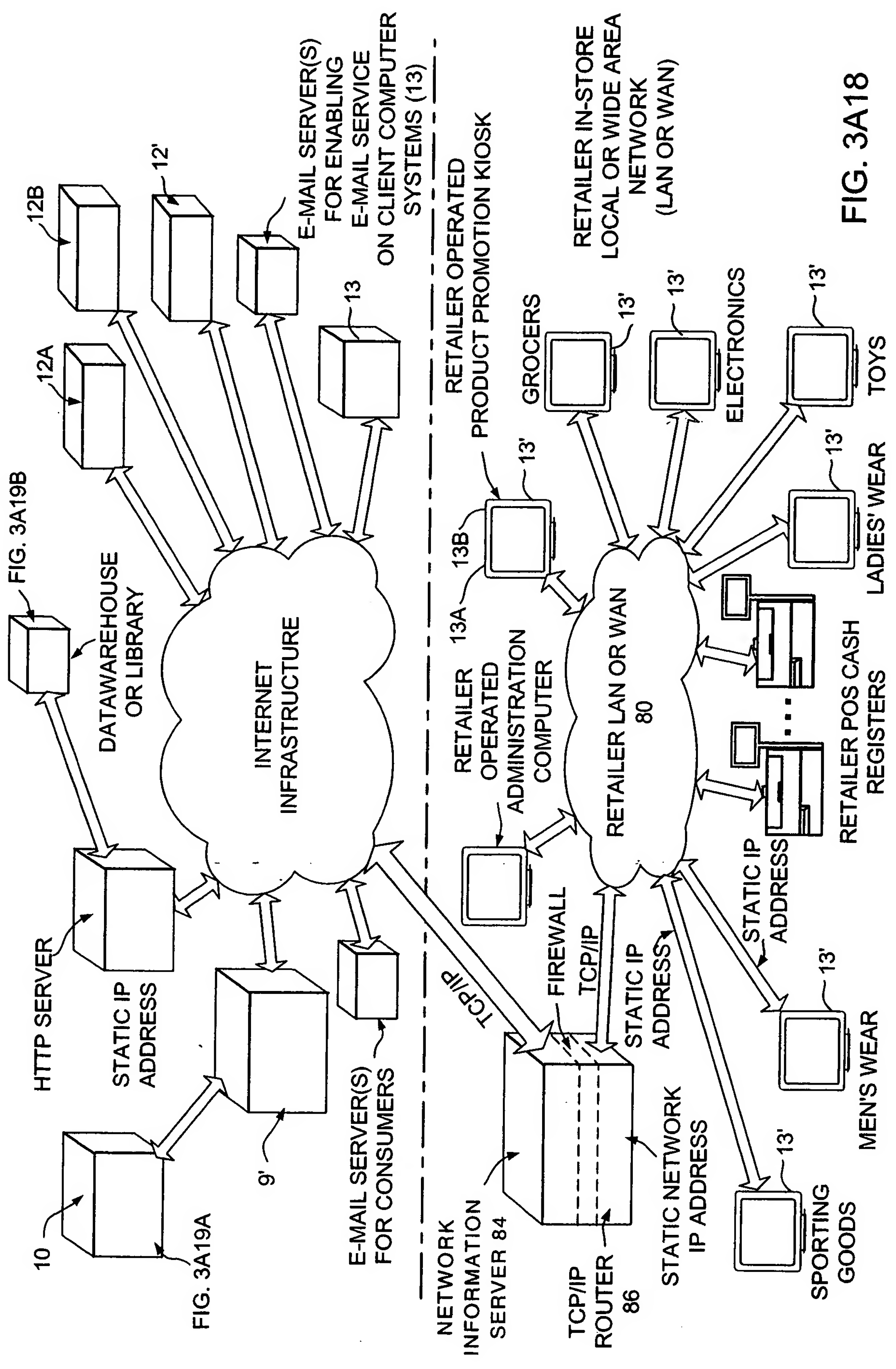


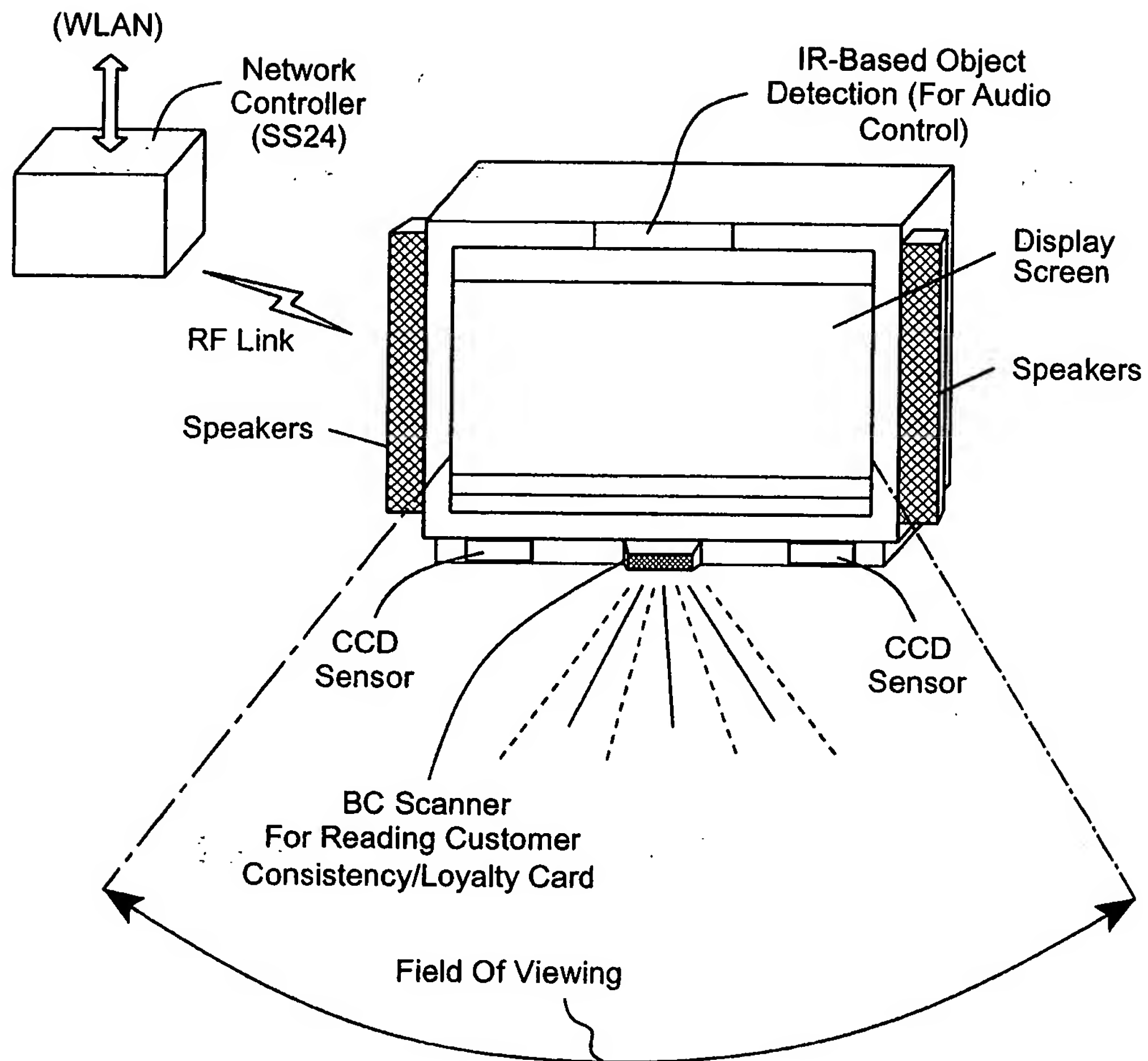
FIG. 3A18

FIG. 3A19A

UPN	RETAILER	URL NO.1	...	URL NO.N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A

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**Features:**

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

**FIG. 3A19C**

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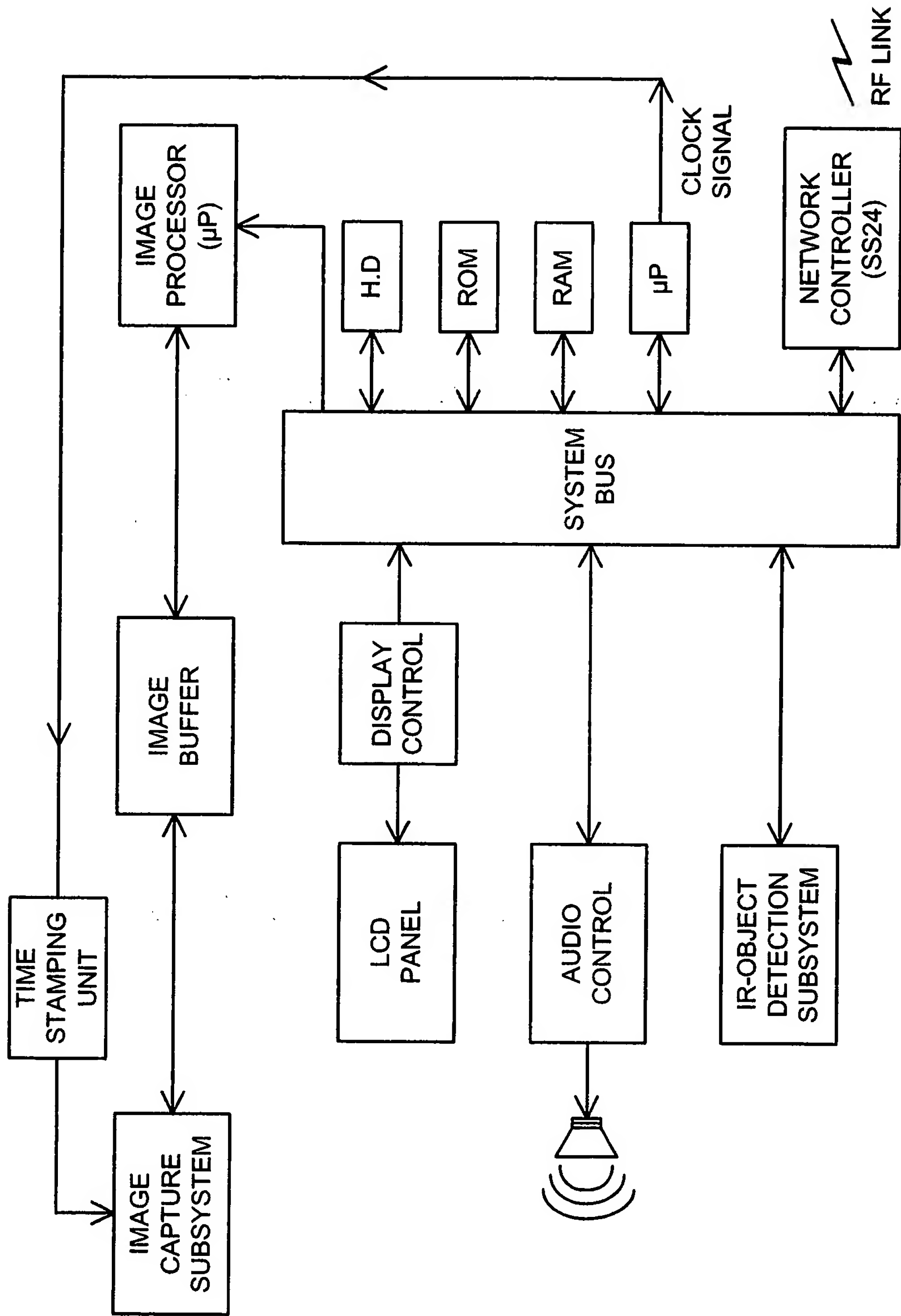


FIG. 3A19D

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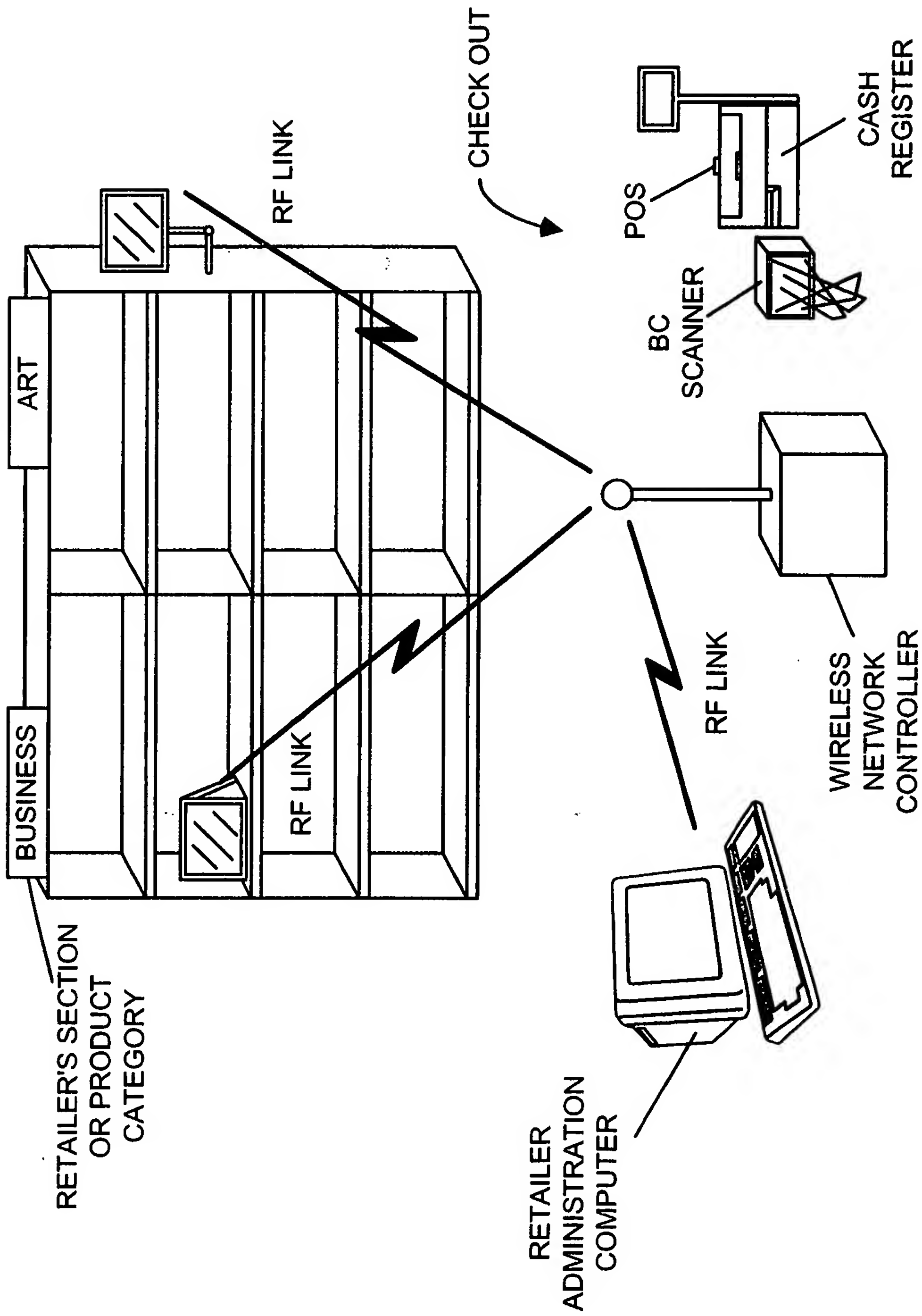


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)	

FIG. 3A21A

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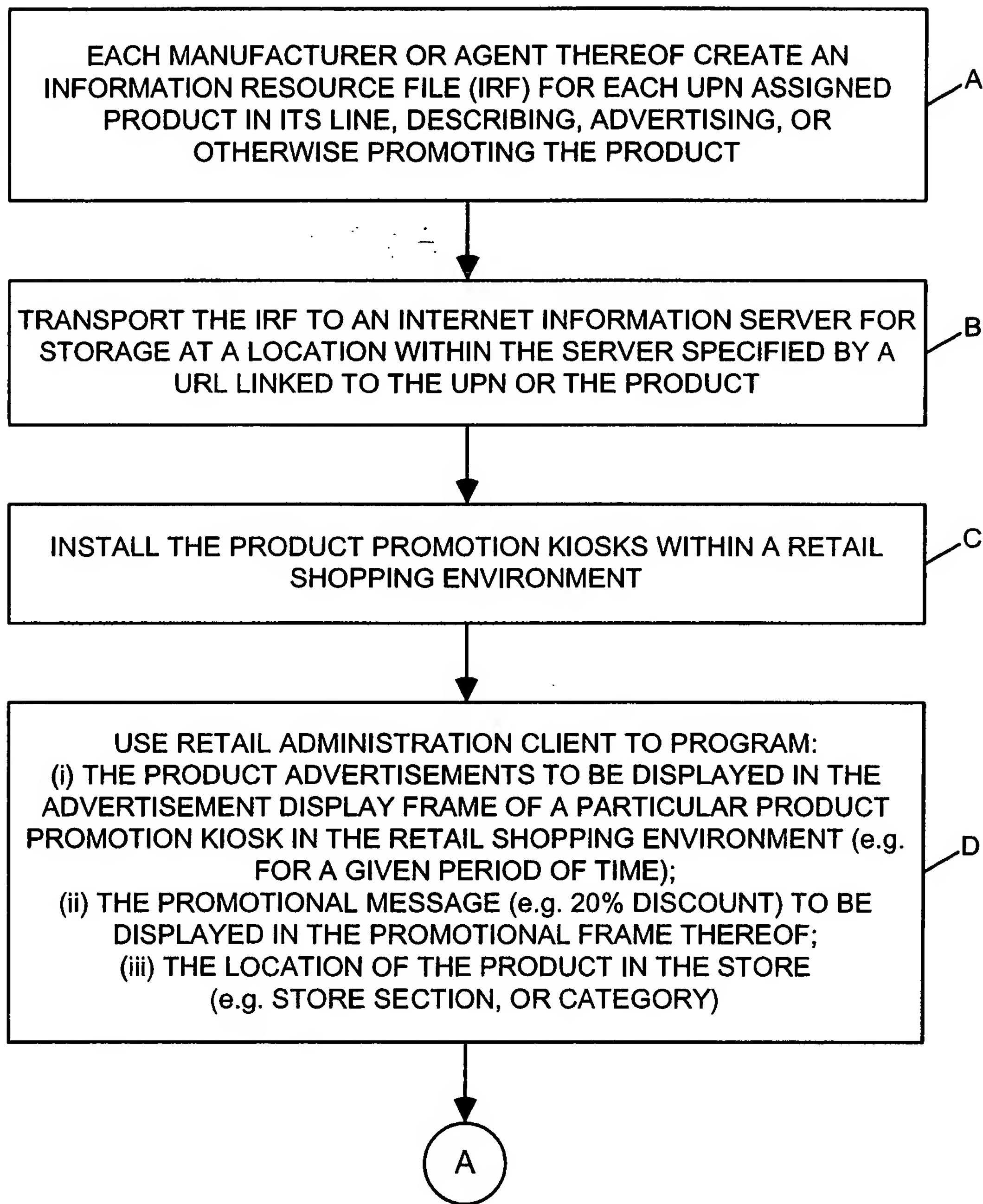


FIG. 3A22A

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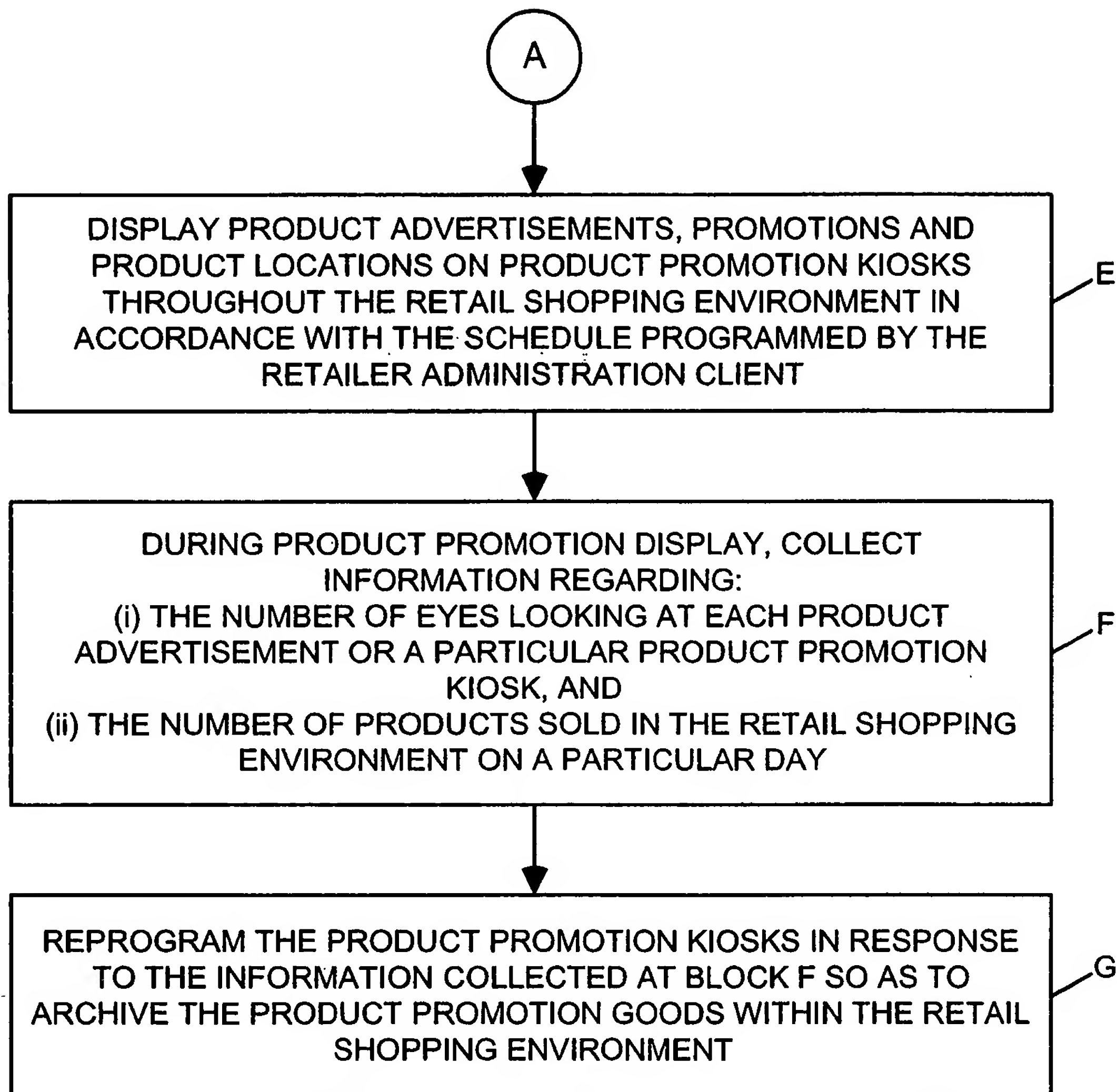


FIG. 3A22B





UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

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REPORT

FIG. 3A24

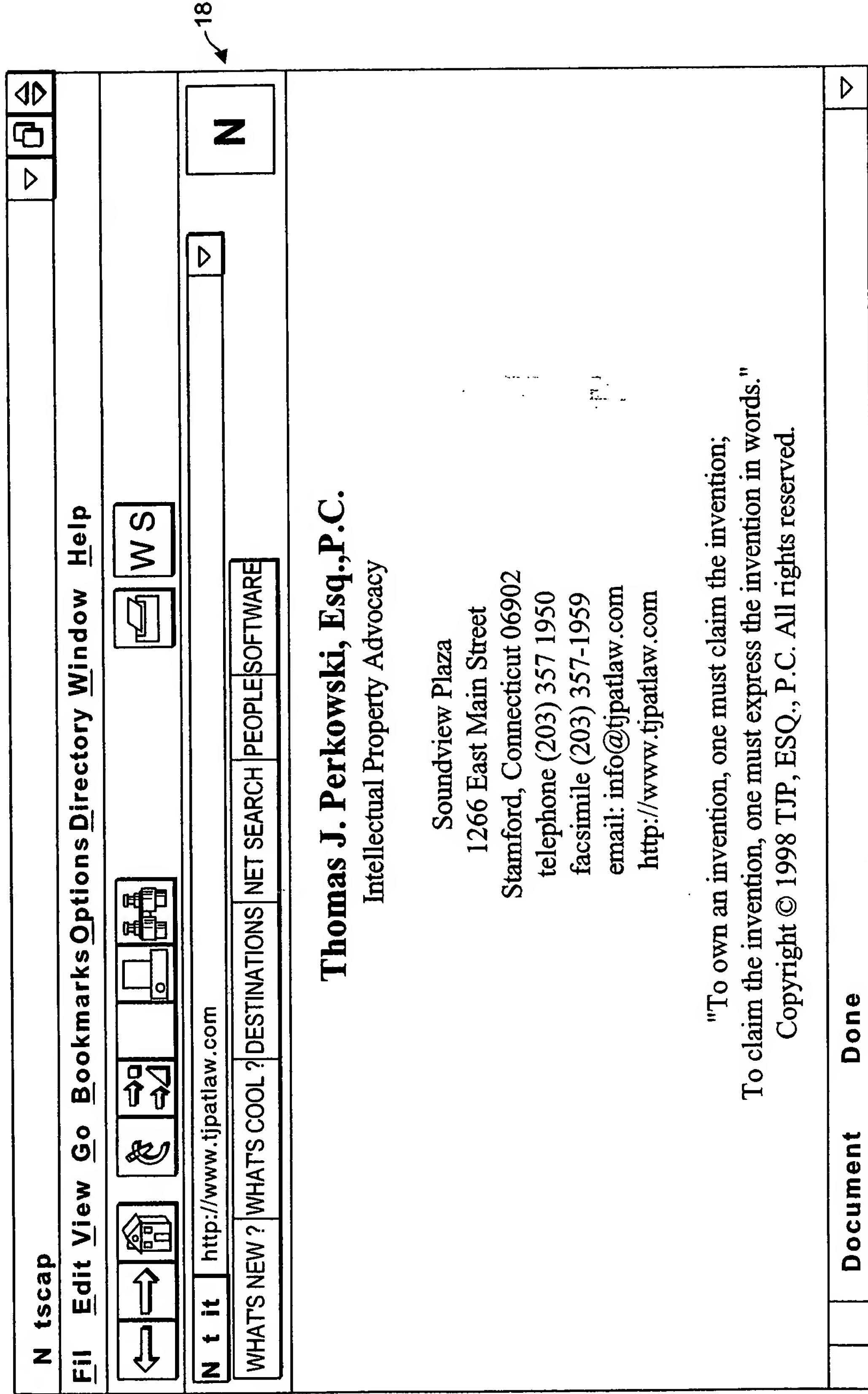


FIG. 3B

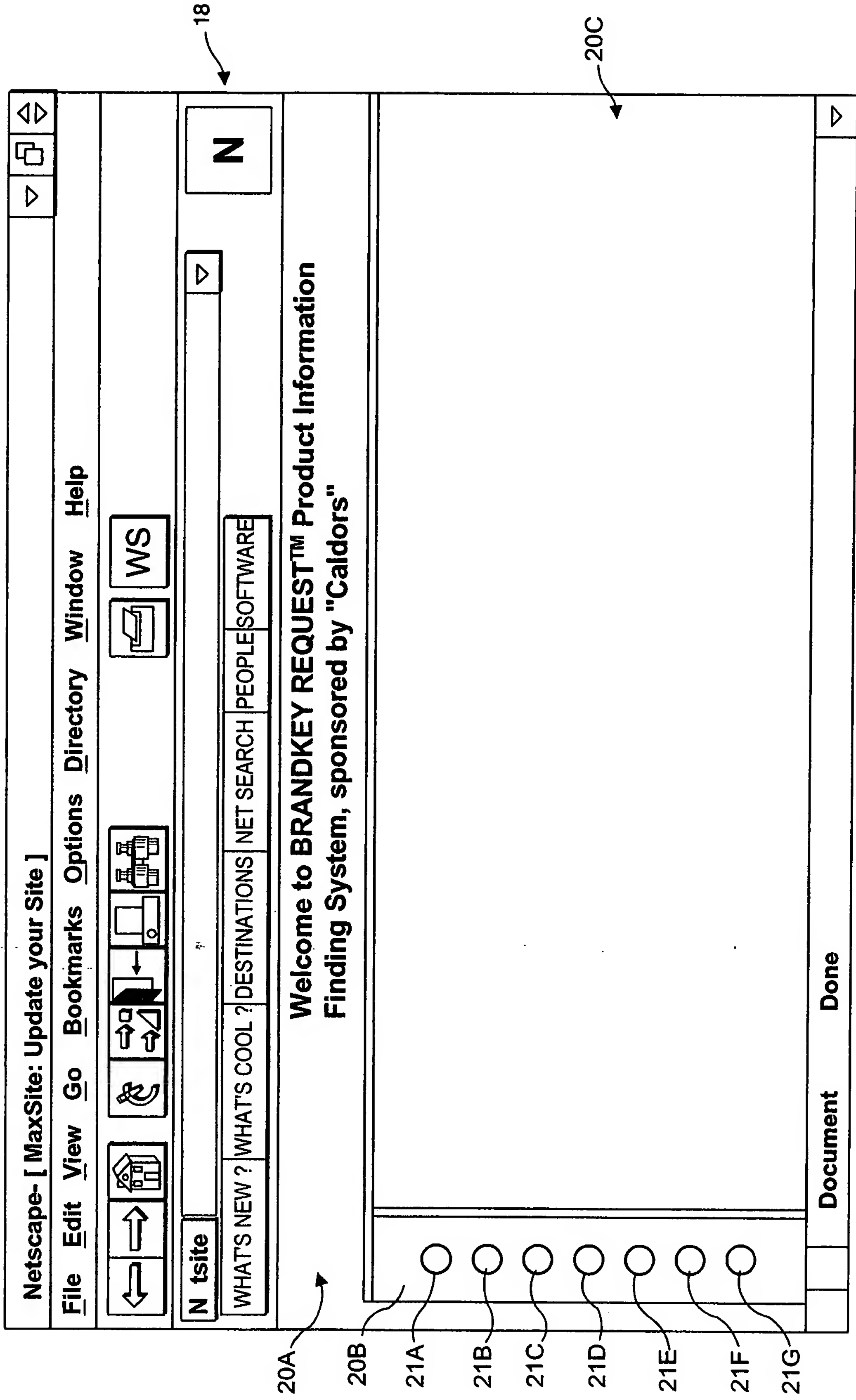


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	<a href="http://www.power.com/pc">http:// www.power.com/pc</a>	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	<a href="http://www.tooth.com/pc">http:// www.tooth.com/pc</a>	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	<a href="http://www.zantac.com/pc">http:// www.zantac.com/pc</a>	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	<a href="http://www.kodak.com/pc">http:// www.kodak.com/pc</a>	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	<a href="http://www.sony.com/pc">http://www.sony.com/ pc</a>	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
...	...	...	...	...	...	...	...

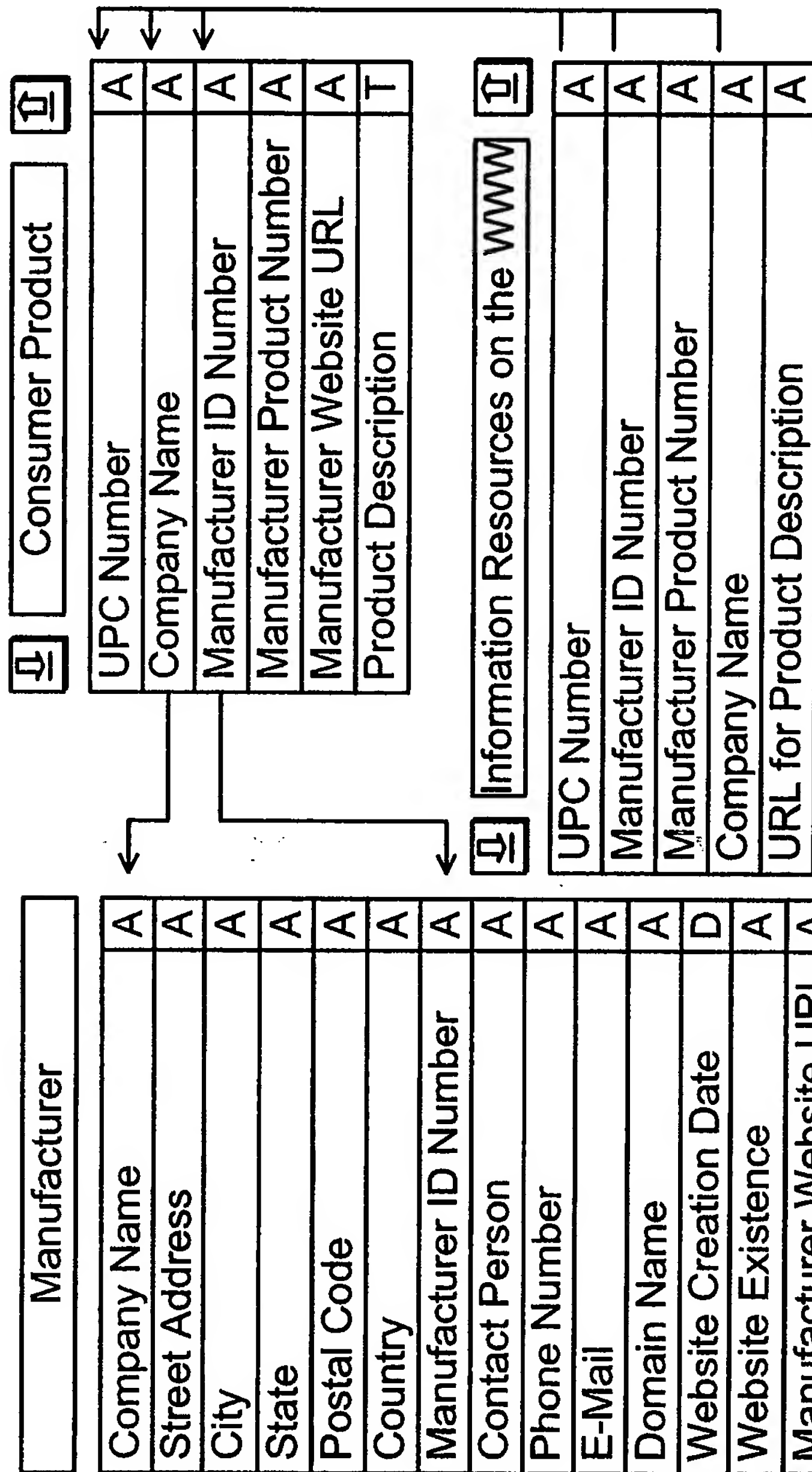
FIG. 4A2

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IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

Manufacturer
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL



**FIG. 4C**



Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

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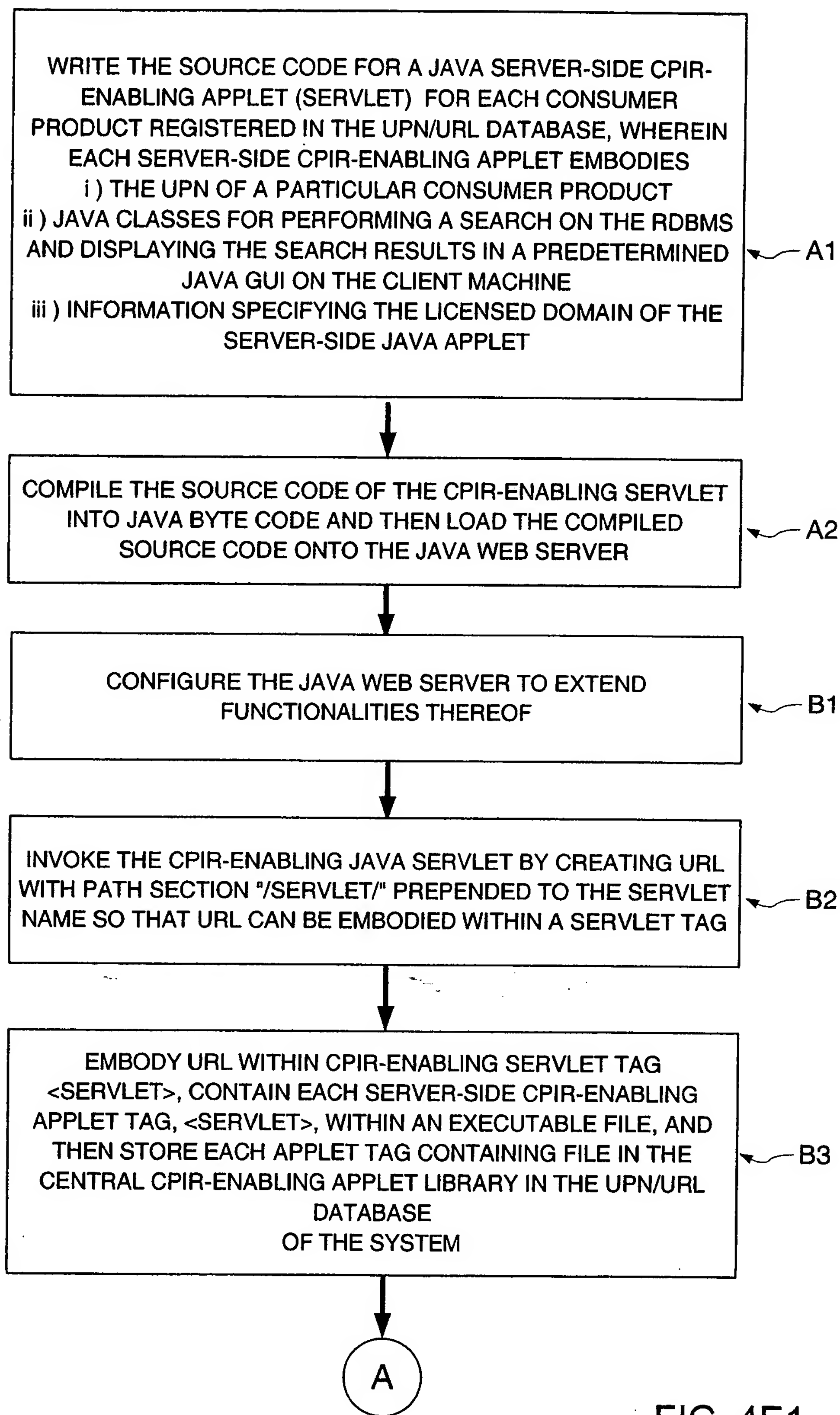


FIG. 4E1

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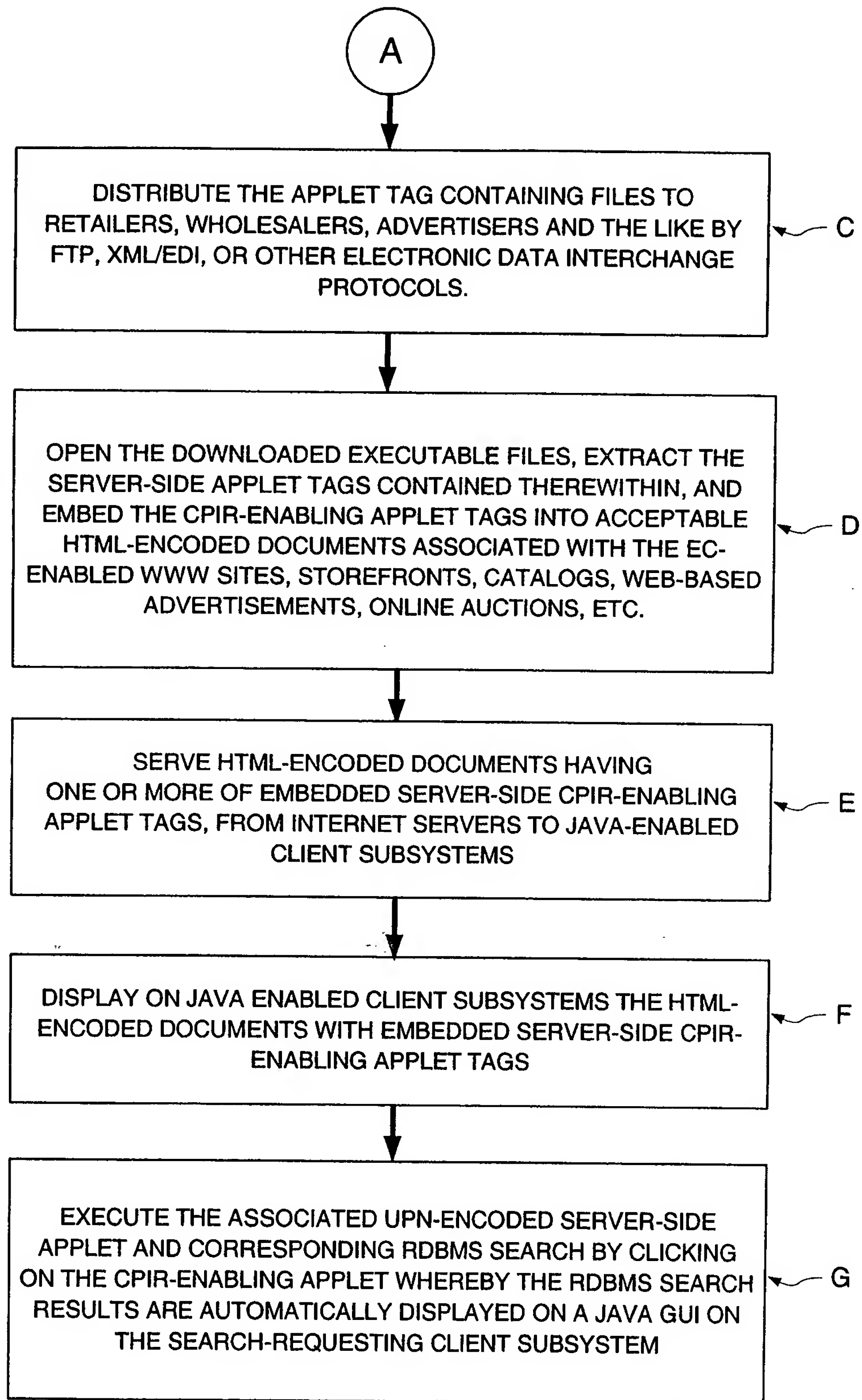


FIG. 4E2

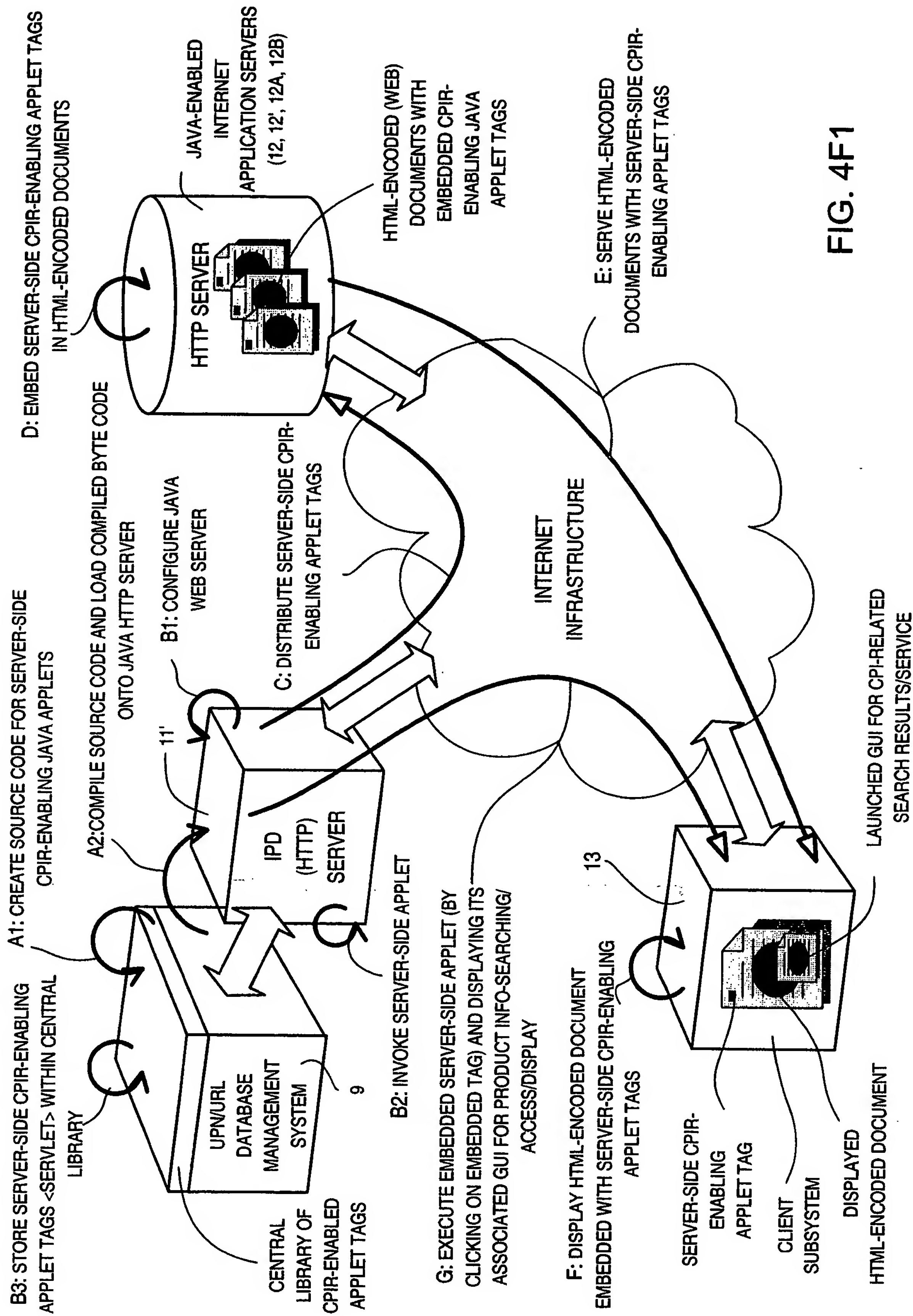


FIG. 4F1

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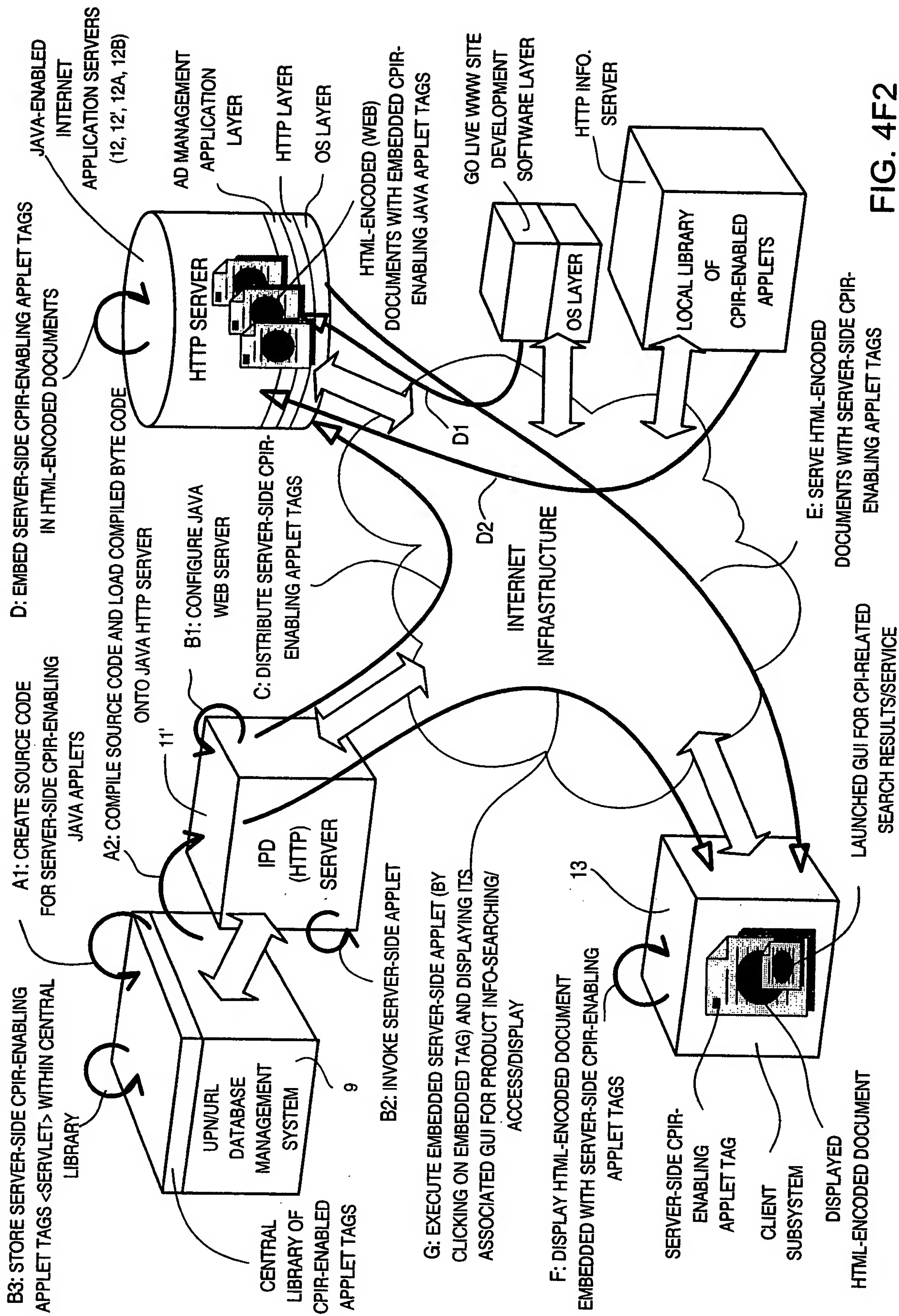


FIG. 4F2

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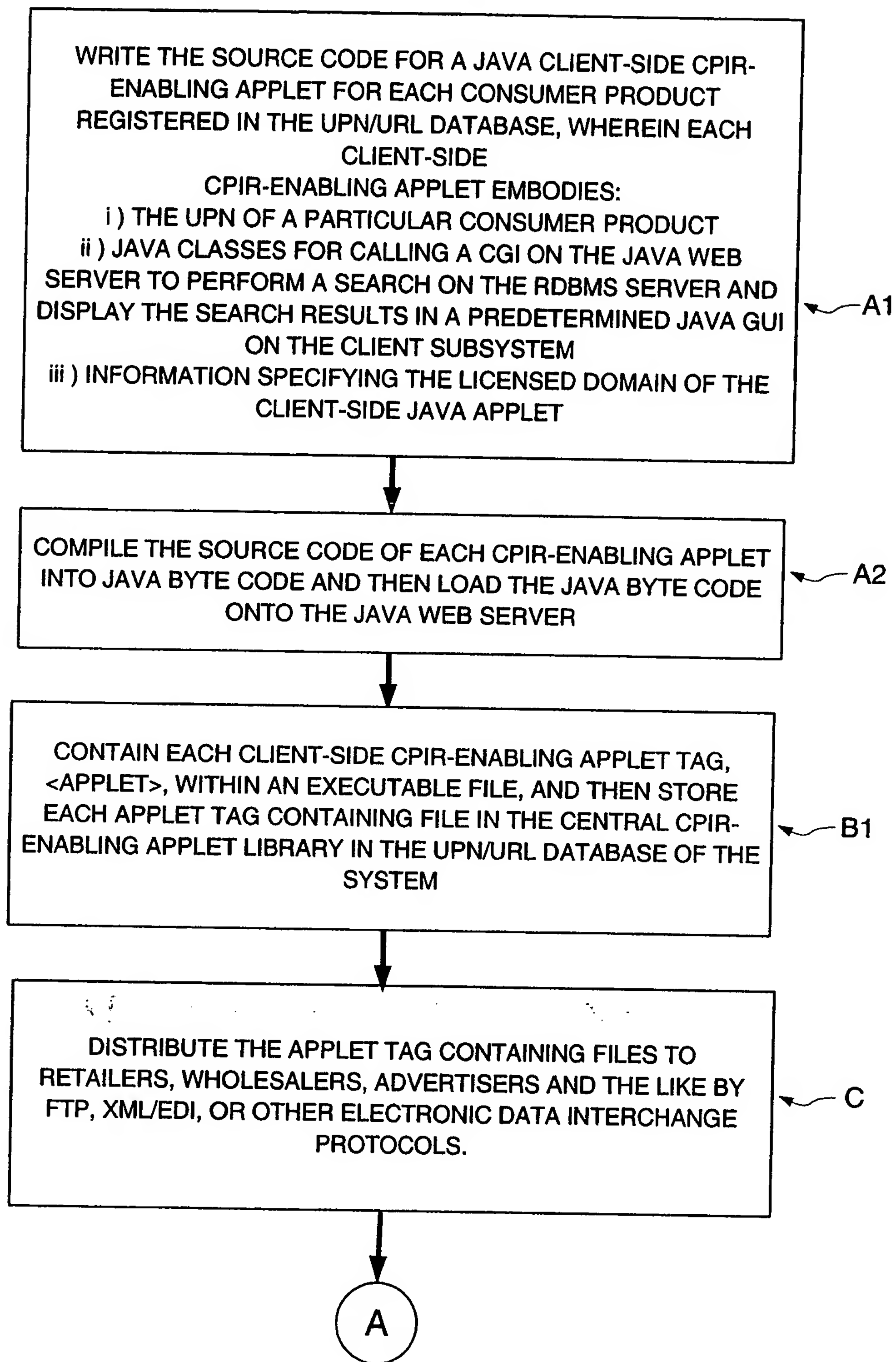


FIG. 4G1

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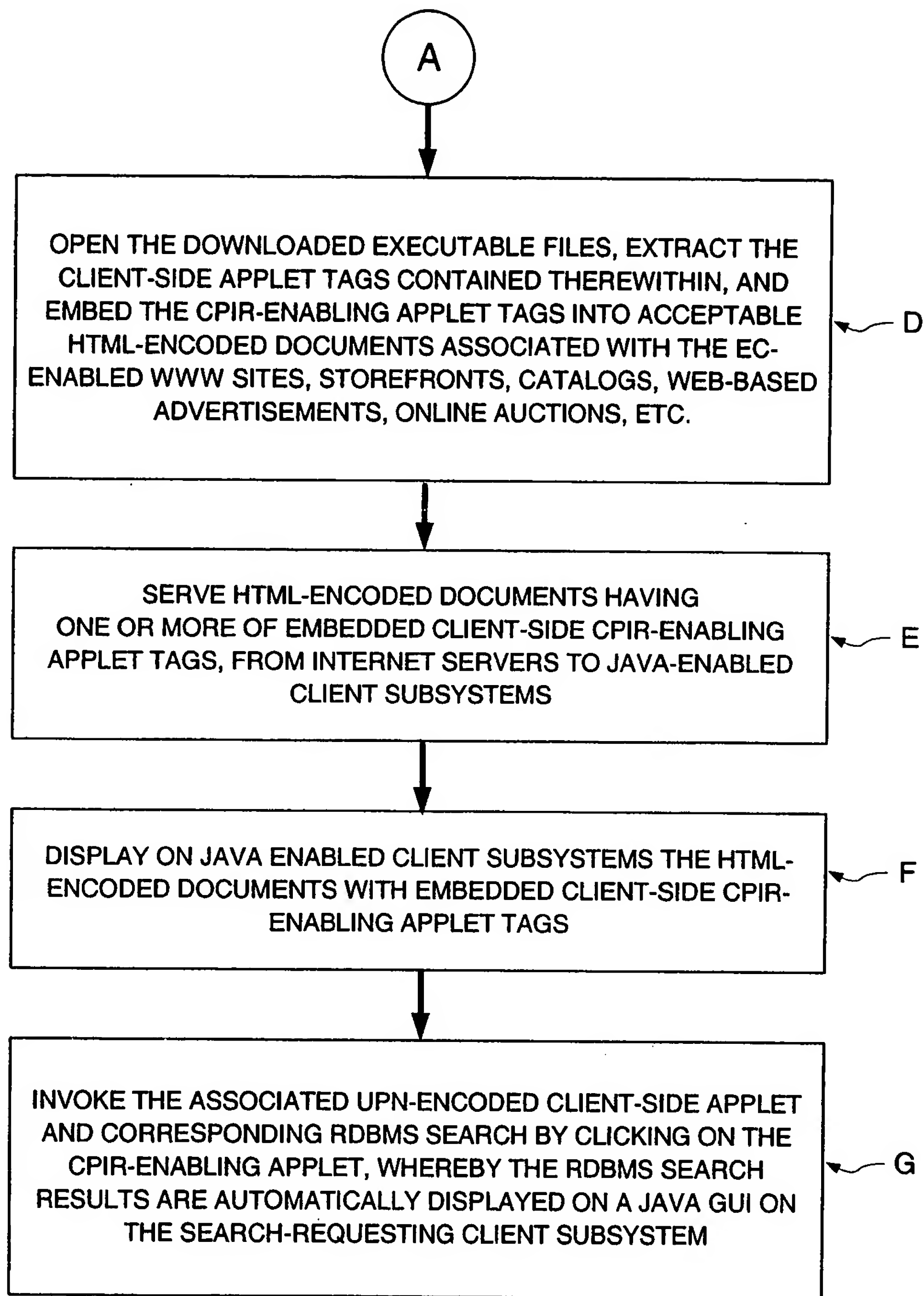


FIG. 4G2



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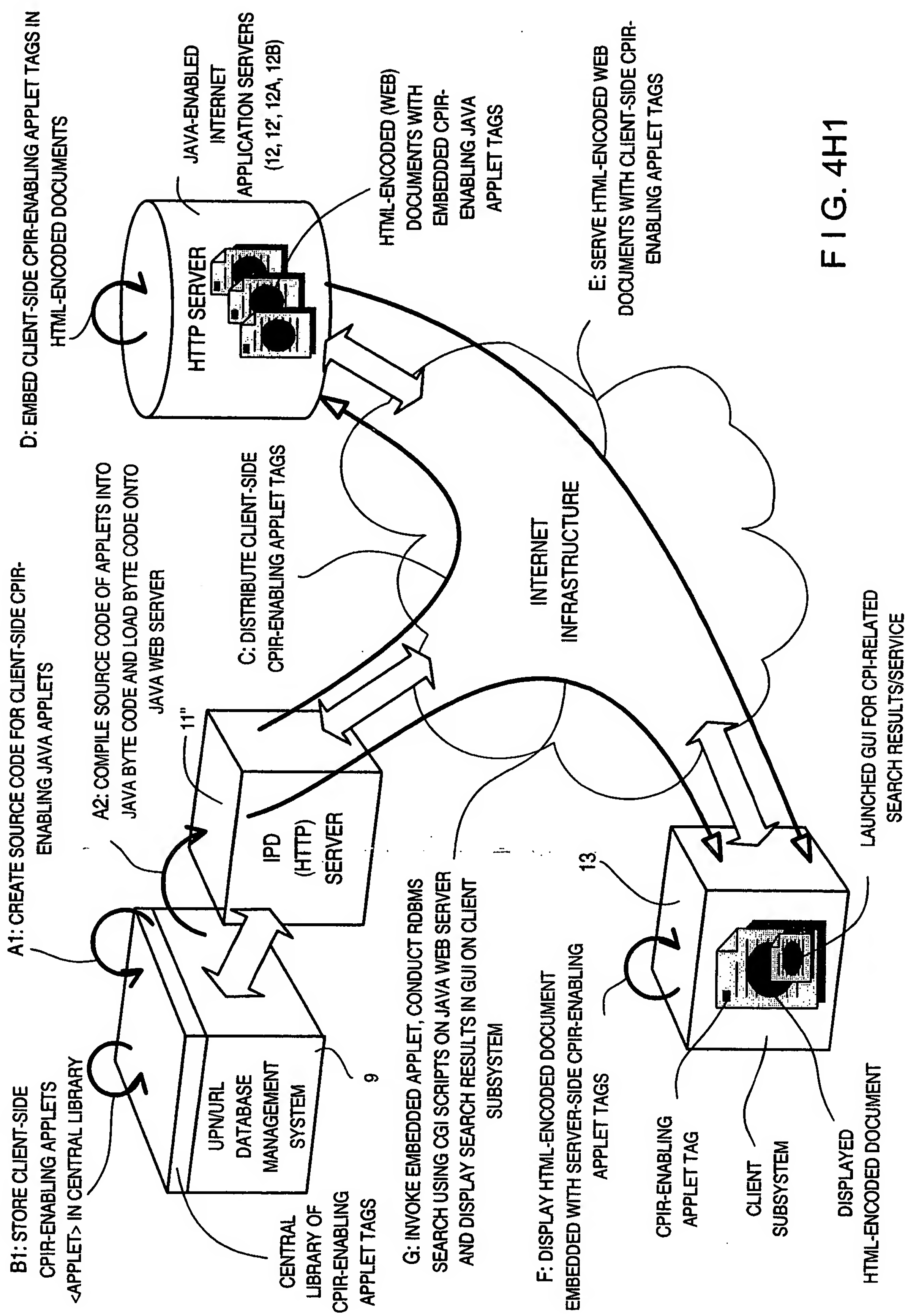


FIG. 4H1

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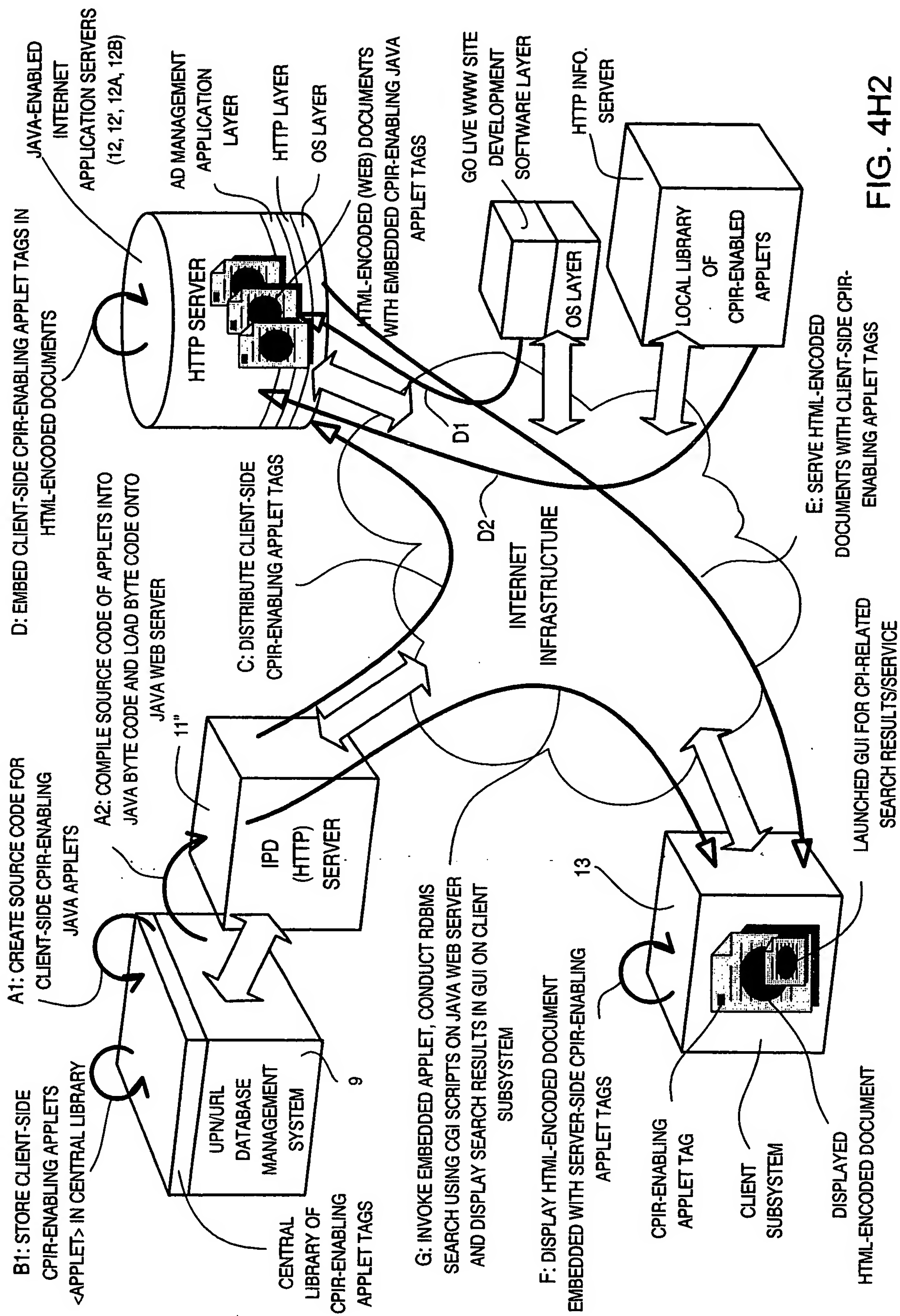


FIG. 4H2

65/1046

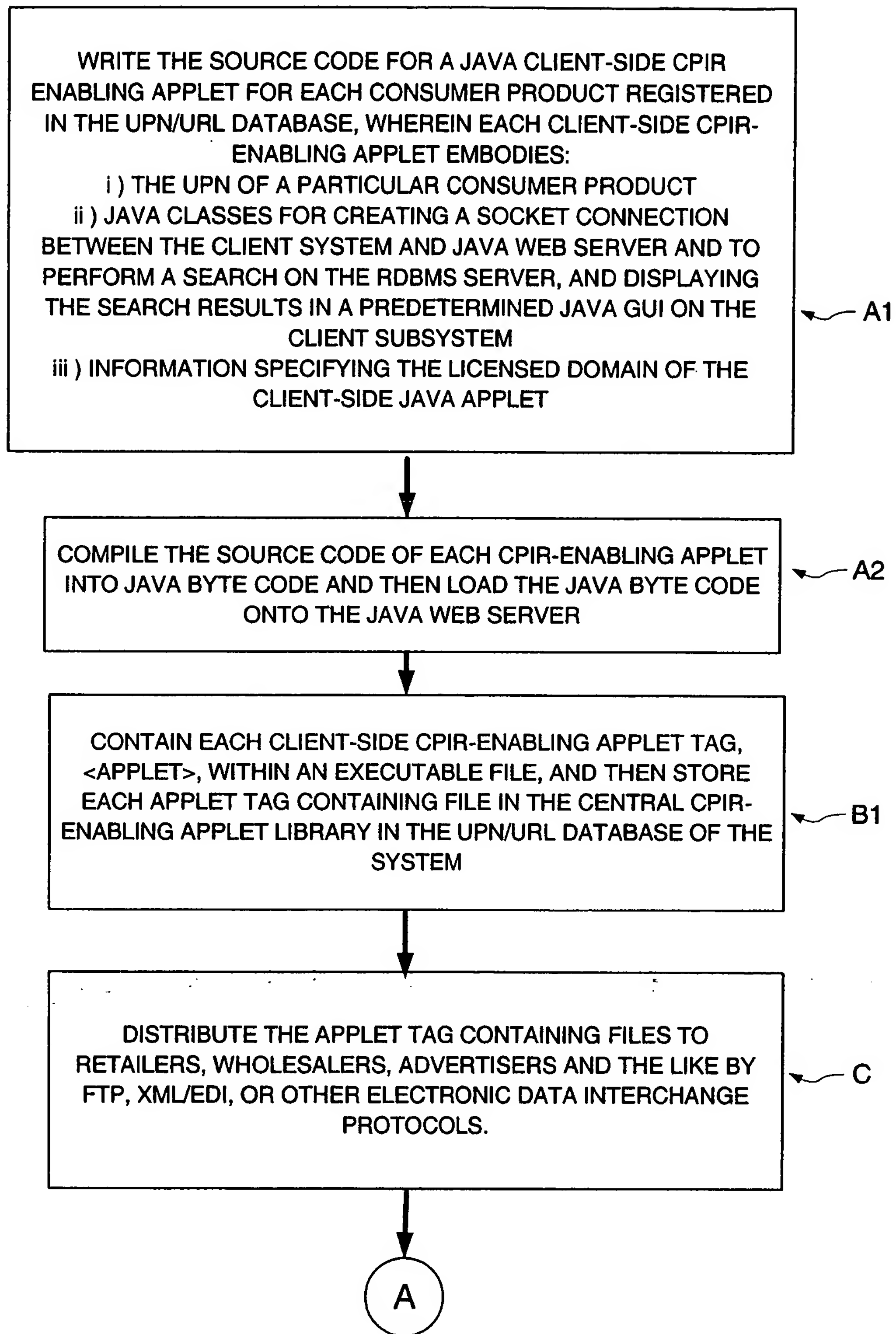


FIG. 411

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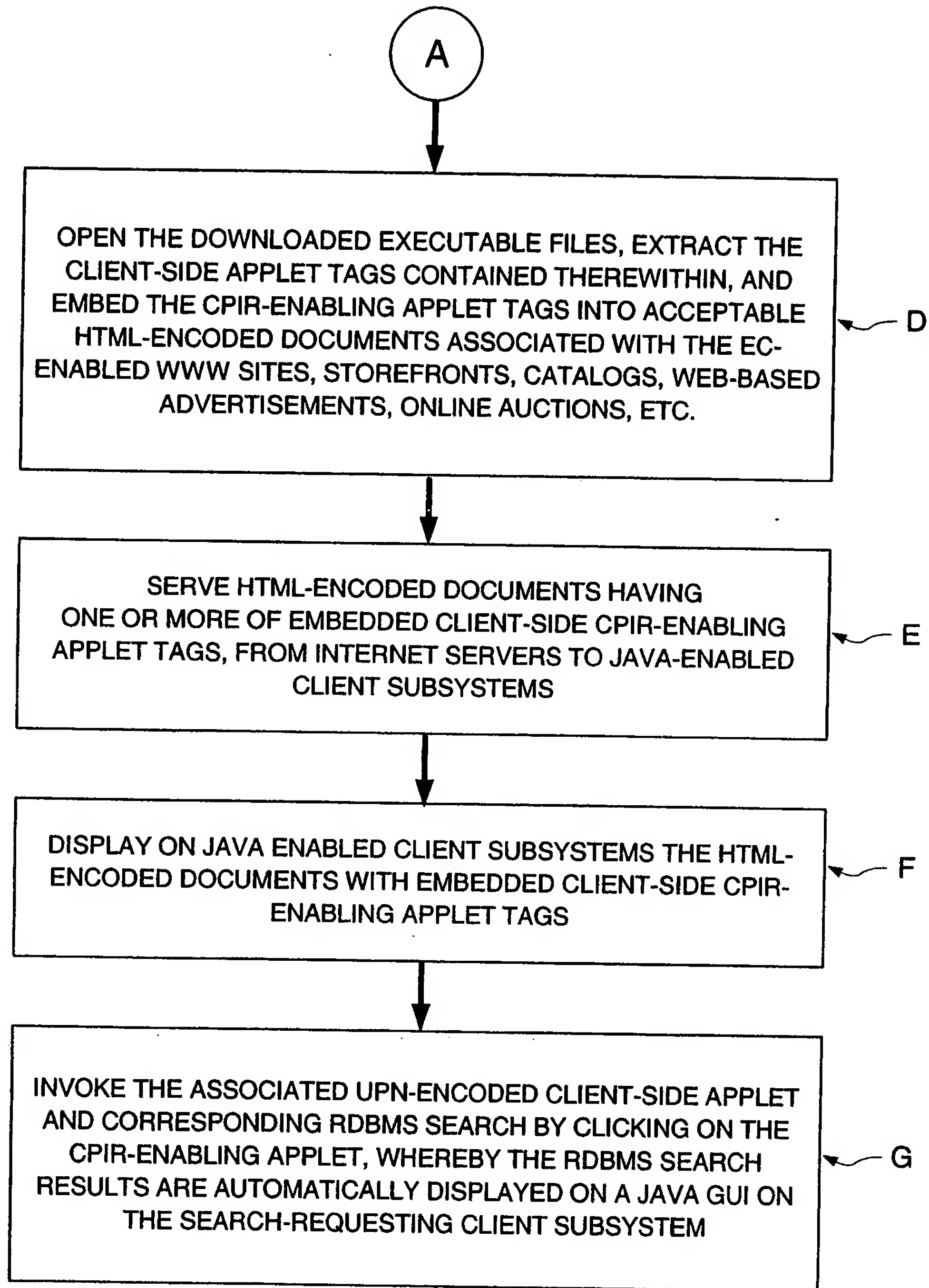


FIG. 412

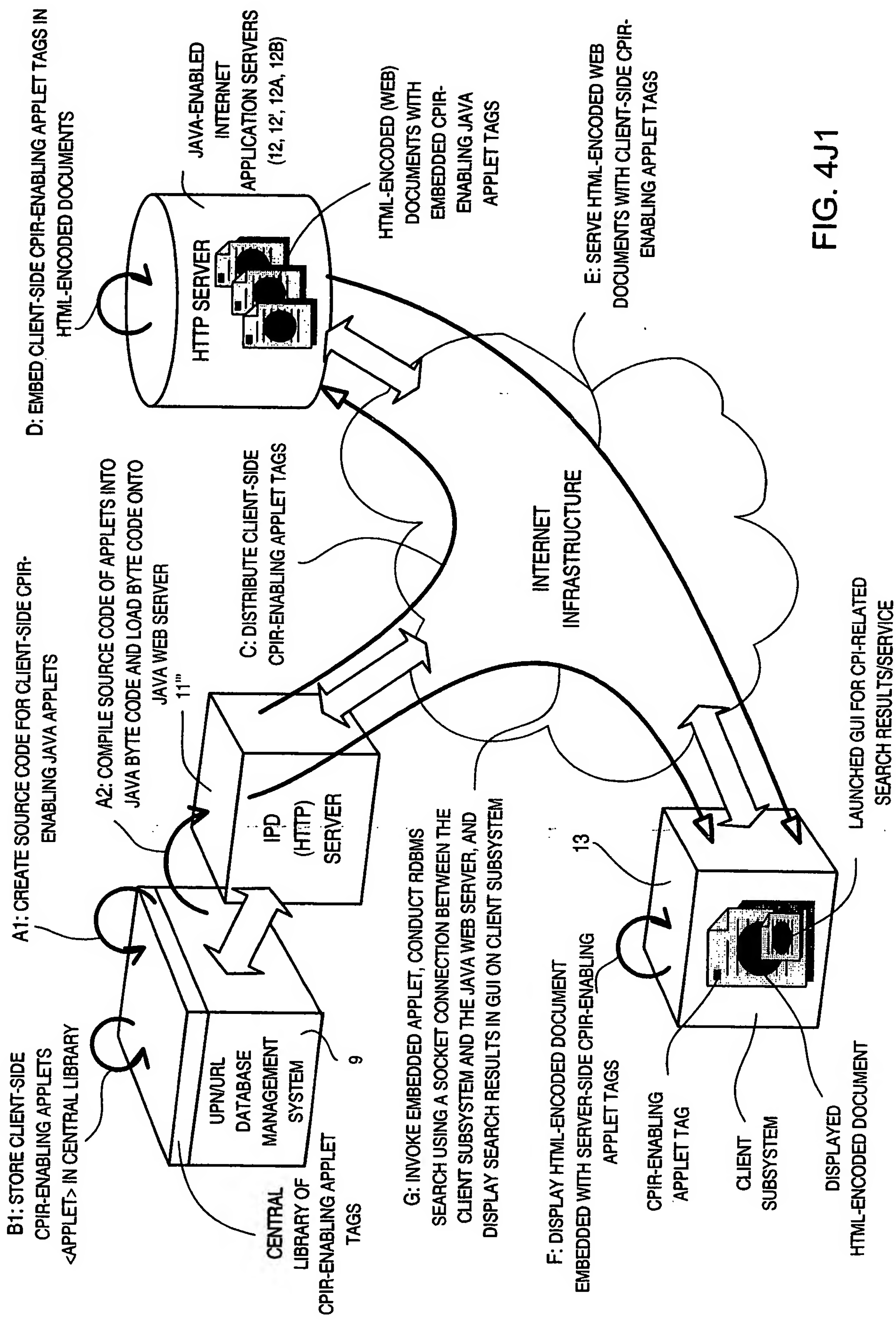


FIG. 4J1

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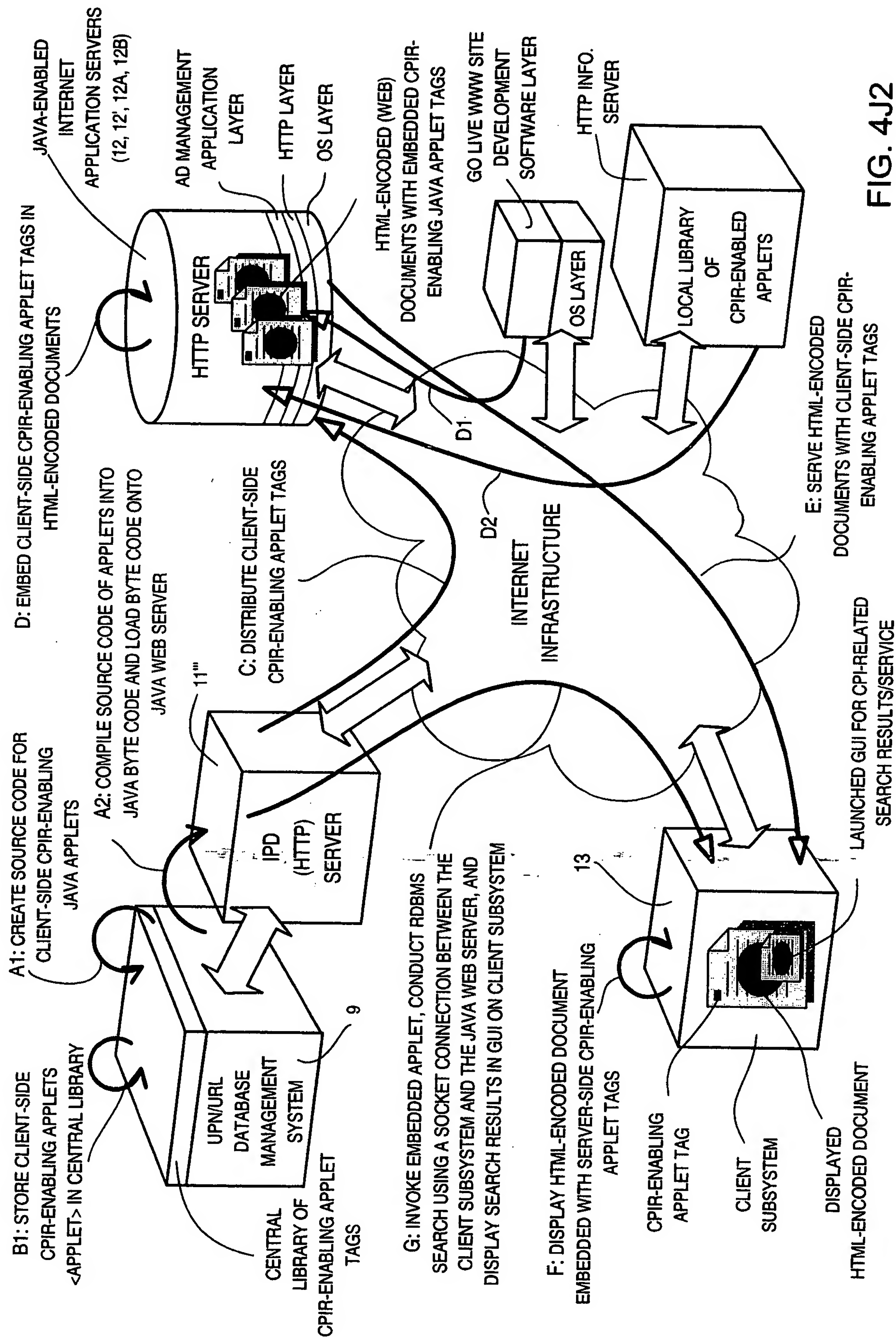


FIG. 4J2

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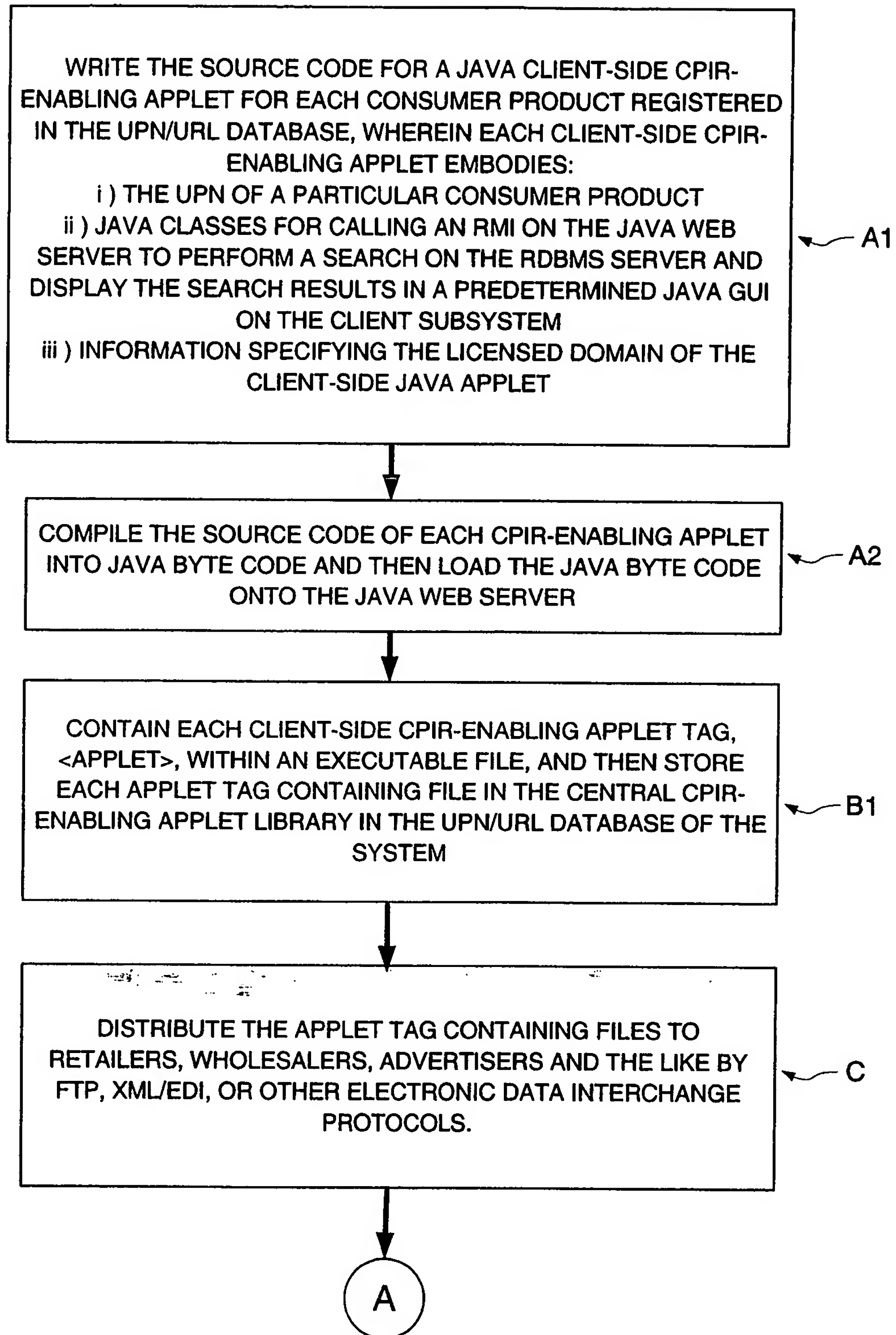


FIG. 4K1



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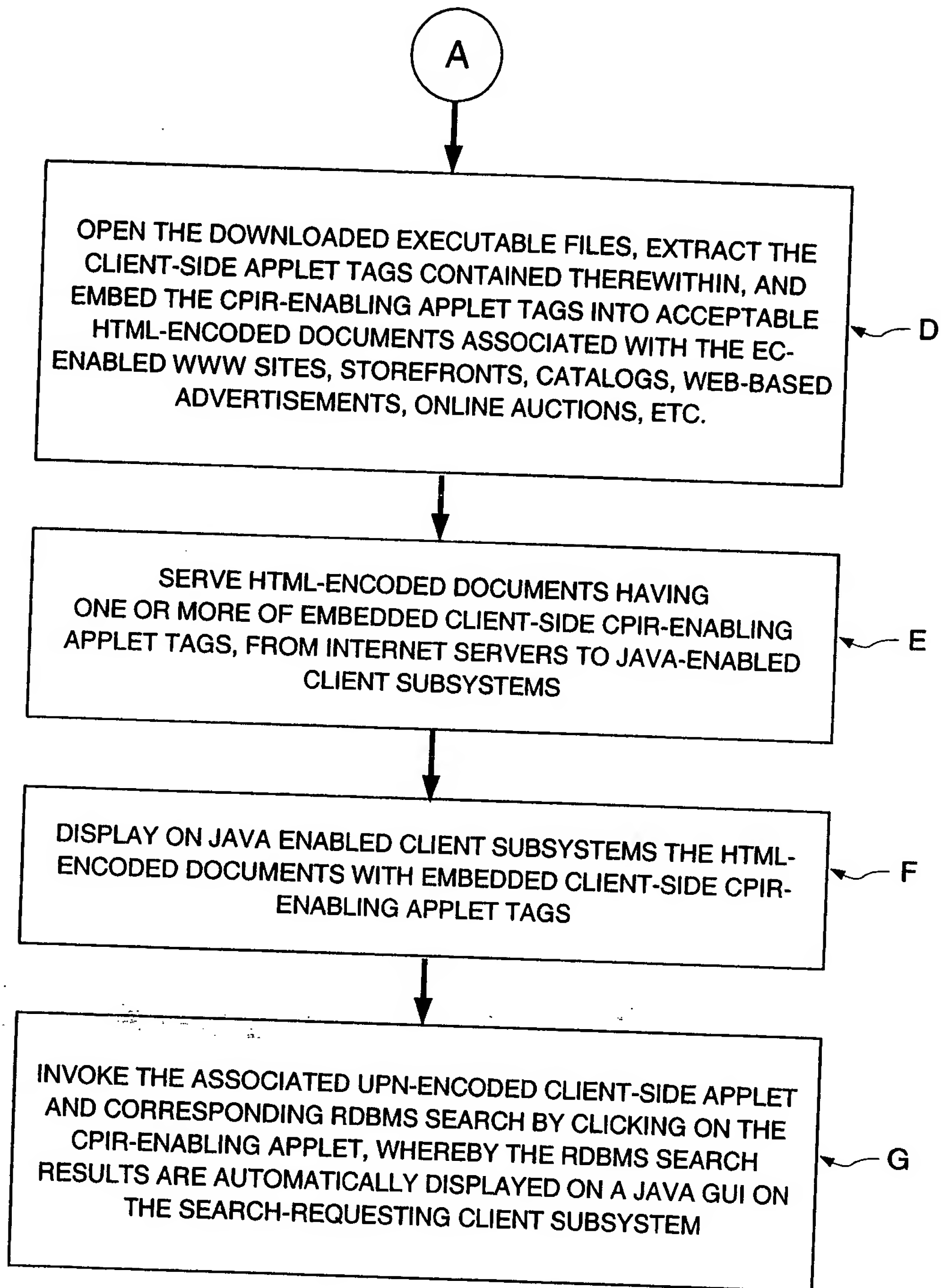


FIG. 4K2



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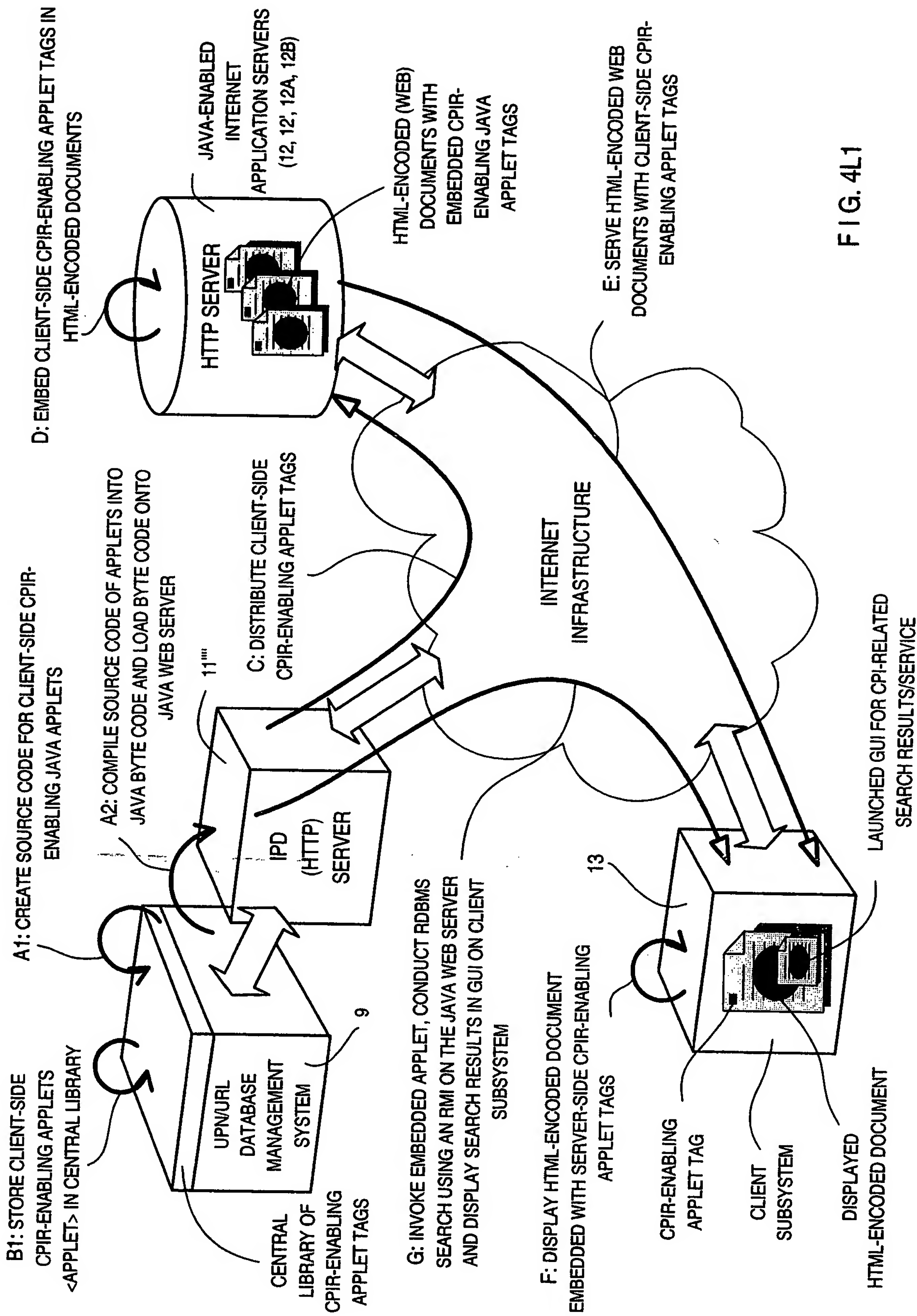


FIG. 4L1

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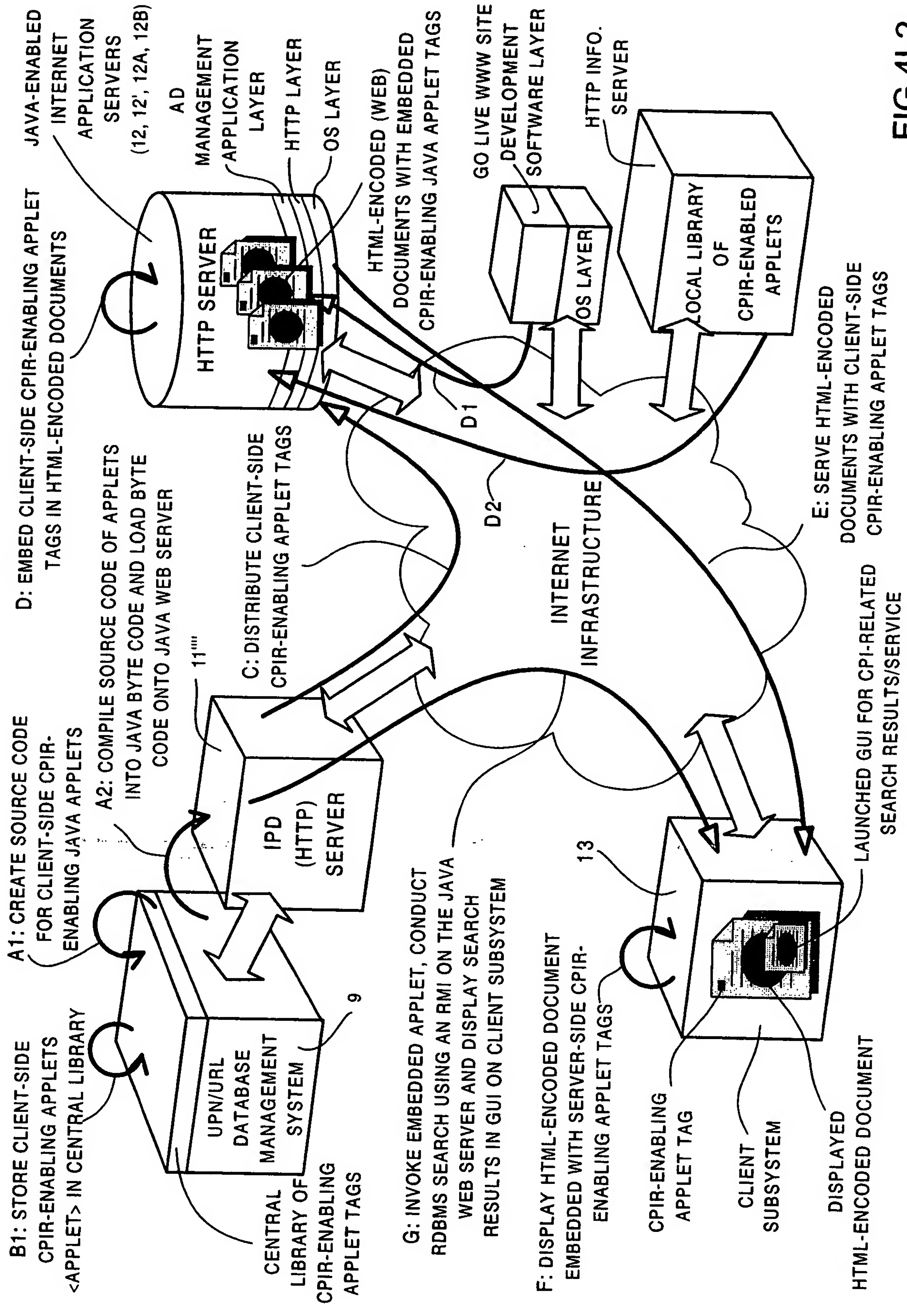


FIG. 4L2

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Help

2

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

BrandKey Request™

Trademark™

Home-Page™

Product Description™

Brandlinx™

Send-It-Home™

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UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	 Click here to Download
1111111111	Sony	1111111111111111	
22222222	J. Crew	2222222222	
			
			
			

FIG. 4M1

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**BELL BLESS**

**Blazer by Bell Bless. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.**

100

FIG. 4M2



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BRANDKEY REQUEST™ CENTRAL  
Product Information Search

[Yahoo! Mail](#)  
 free email for life

[HAPPY](#)  
[GRADPLESS?](#)

[advanced search](#)

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[Shopping](#) - Auctions - Yellow Pages - Books Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs  
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<p><b>Arts &amp; Humanities</b> Literature, Photography...</p>	<p><b>News &amp; Media</b> Full Coverage, Newsletters, TV...</p>	<p><b>In the News</b> Millions of free articles What's new in the world Search engines</p>
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<p><b>Computers &amp; Internet</b> Internet, WWW, Software, Games...</p>	<p><b>Reference</b> Libraries, Dictionaries, Quotations...</p>	<p><b>Marketplace</b> Auctions, Classifieds Real Estate, Travel Travel - more</p>
<p><b>Education</b> Colleges and Universities, K-12...</p>	<p><b>Regional</b> Countries, Regions, US States...</p>	

FIG. 4N1

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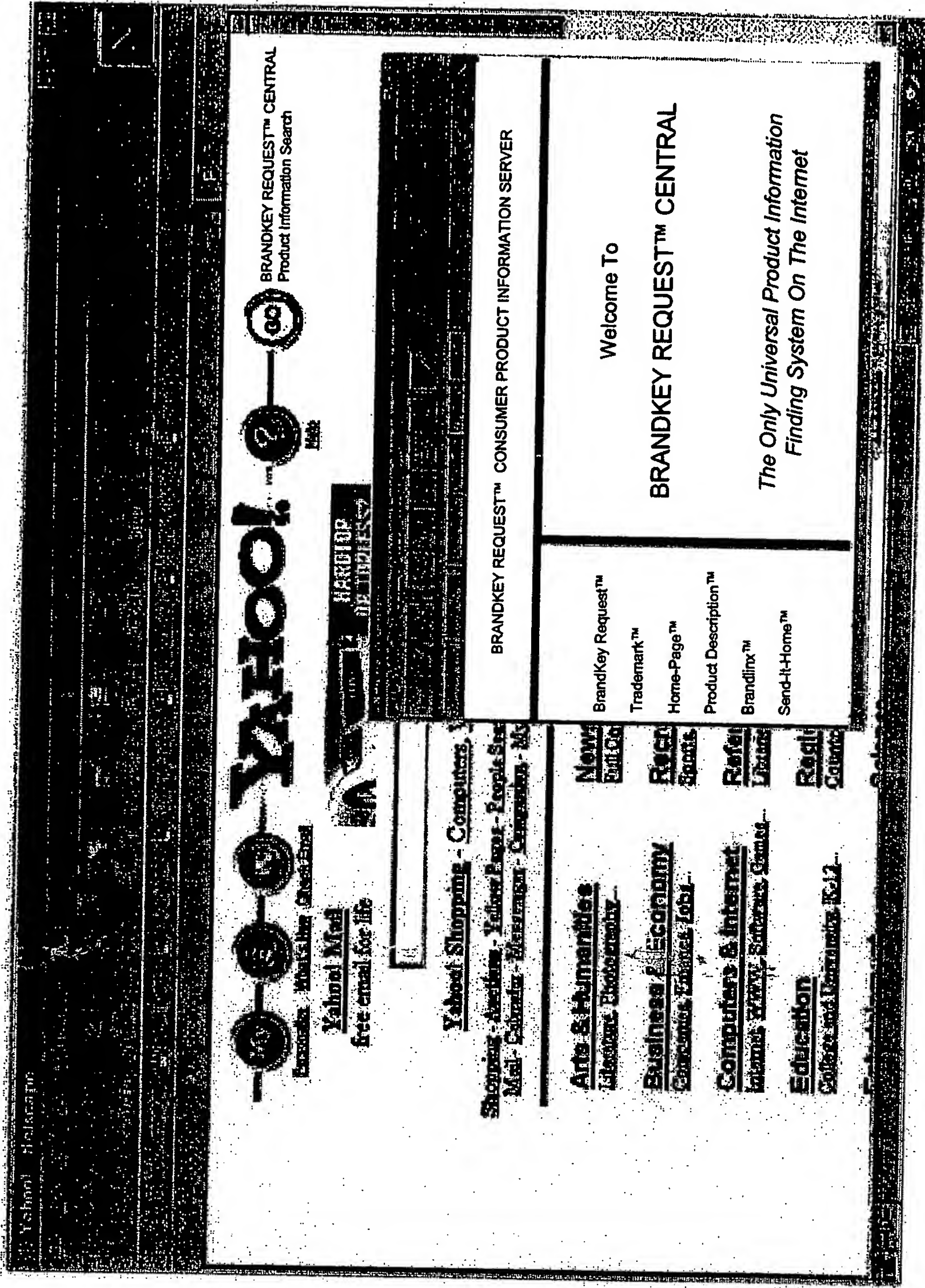


FIG. 4N2



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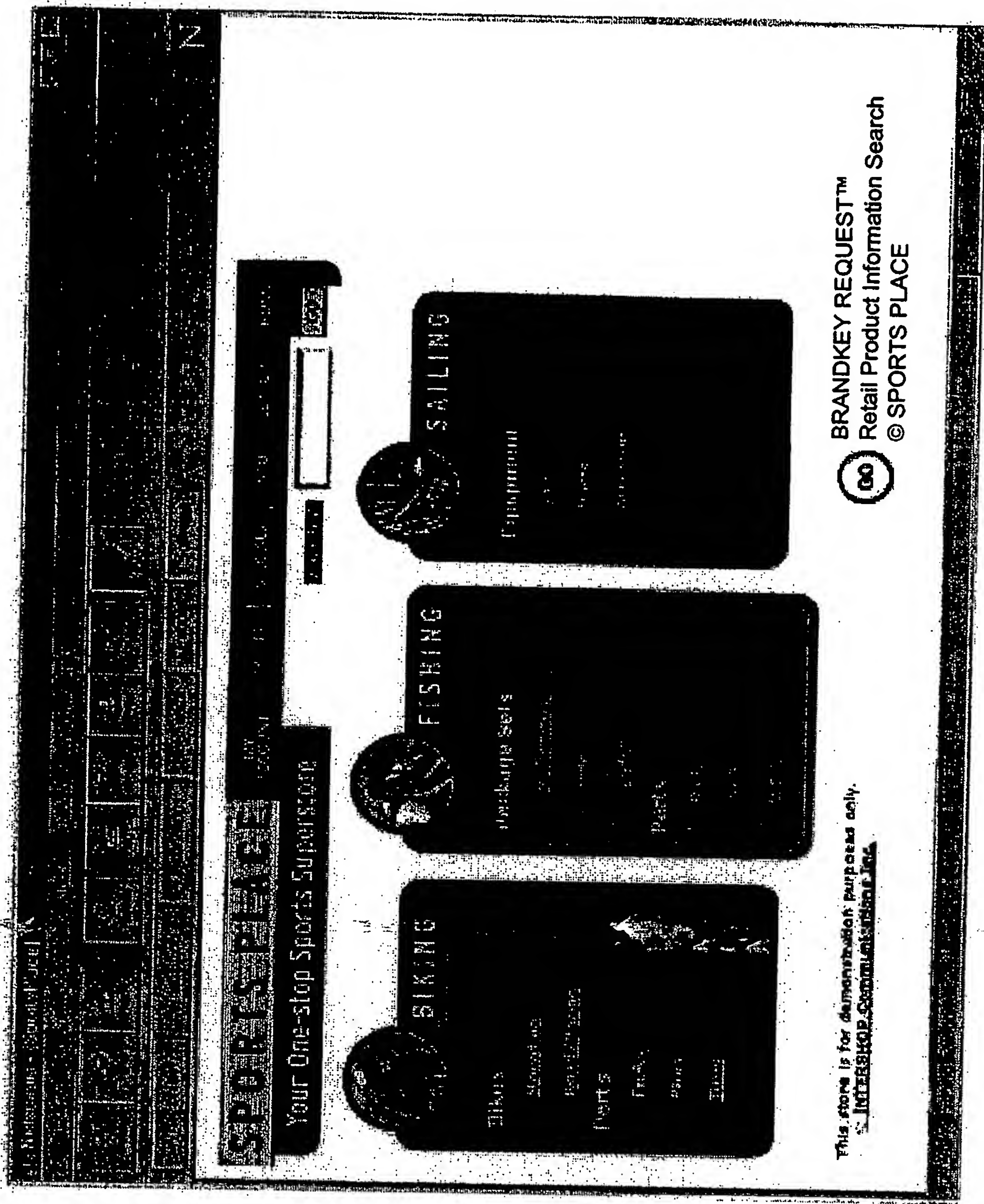


FIG. 401

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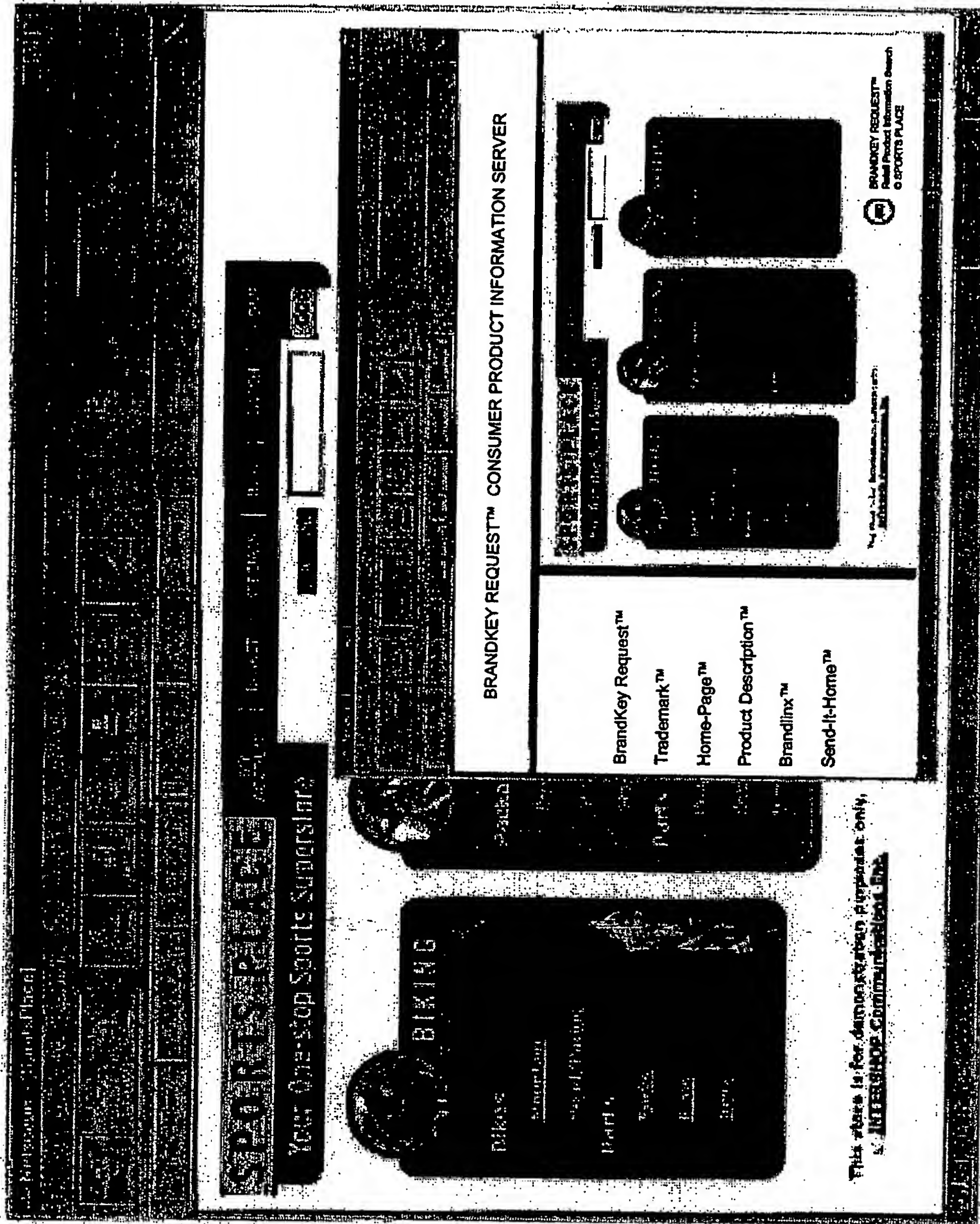


FIG. 402



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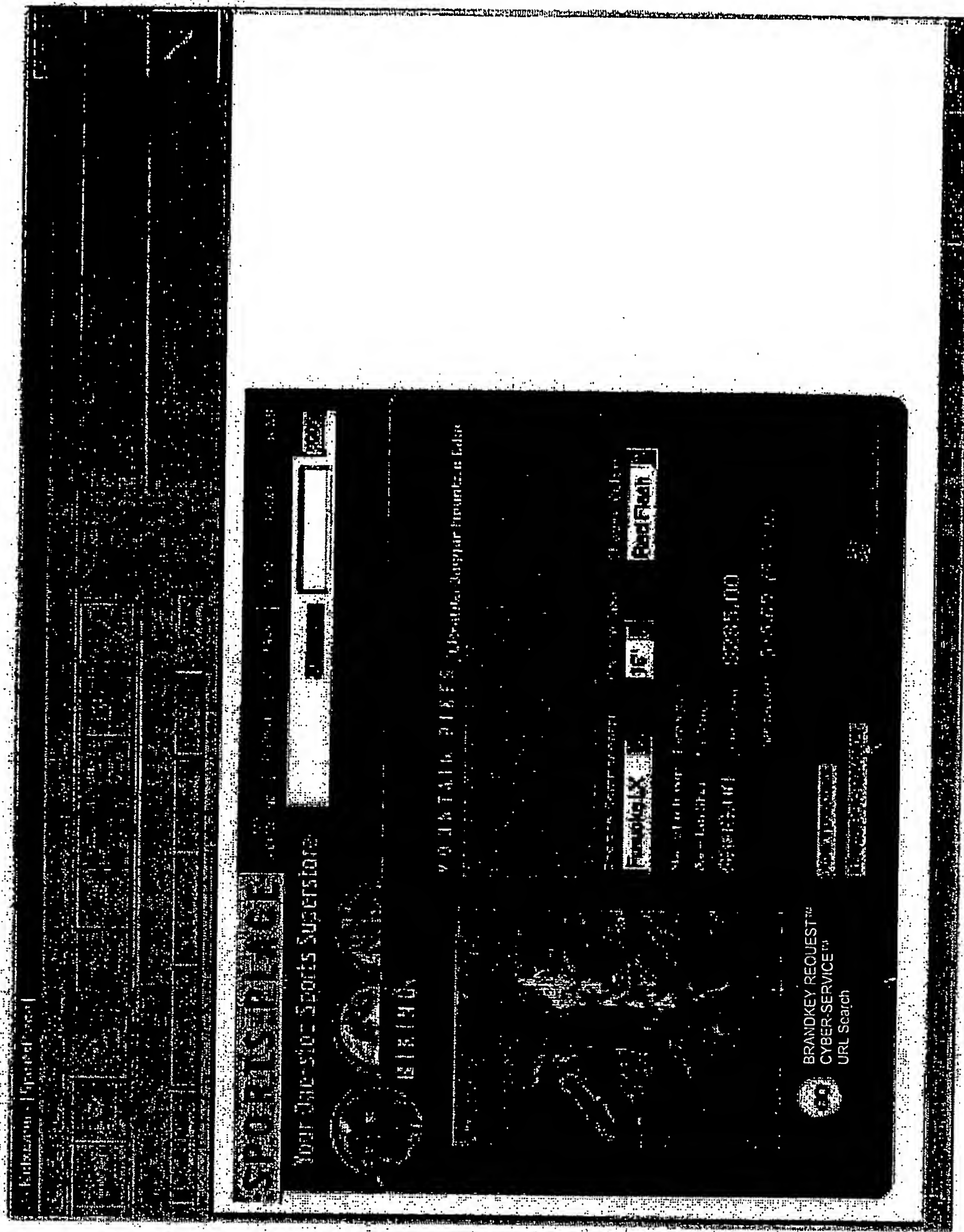


FIG. 4P1

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Internet Explorer


File Edit View Favorites Tools Help

Address: http://www.brandkeyrequest.com/

Search:

SPORTRASH

Your One-Stop Sports Superstore

BIKING

Manufacturer:

Brand:

Product:

Manufacturer:

Brand:

Product:

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

BrandKey Request™  
Trademark™  
Home-Page™  
Product Description™  
Brandlink™  
Send-It-Home™

Cyber-Service™

Search Results for:  
Manufacturer ID: 000000  
UPC: 000000000  
Trademark: Furukawa LX

Product Description: <http://www.furukawa.com/brandkeyrequest/>

Advertisements: <http://www.furukawa.com/brandkeyrequest/>

Endorsements: <http://www.furukawa.com/brandkeyrequest/>

Warranty Service: <http://www.furukawa.com/brandkeyrequest/>

Discounts/Promotions: <http://www.furukawa.com/brandkeyrequest/>

FIG. 4P2

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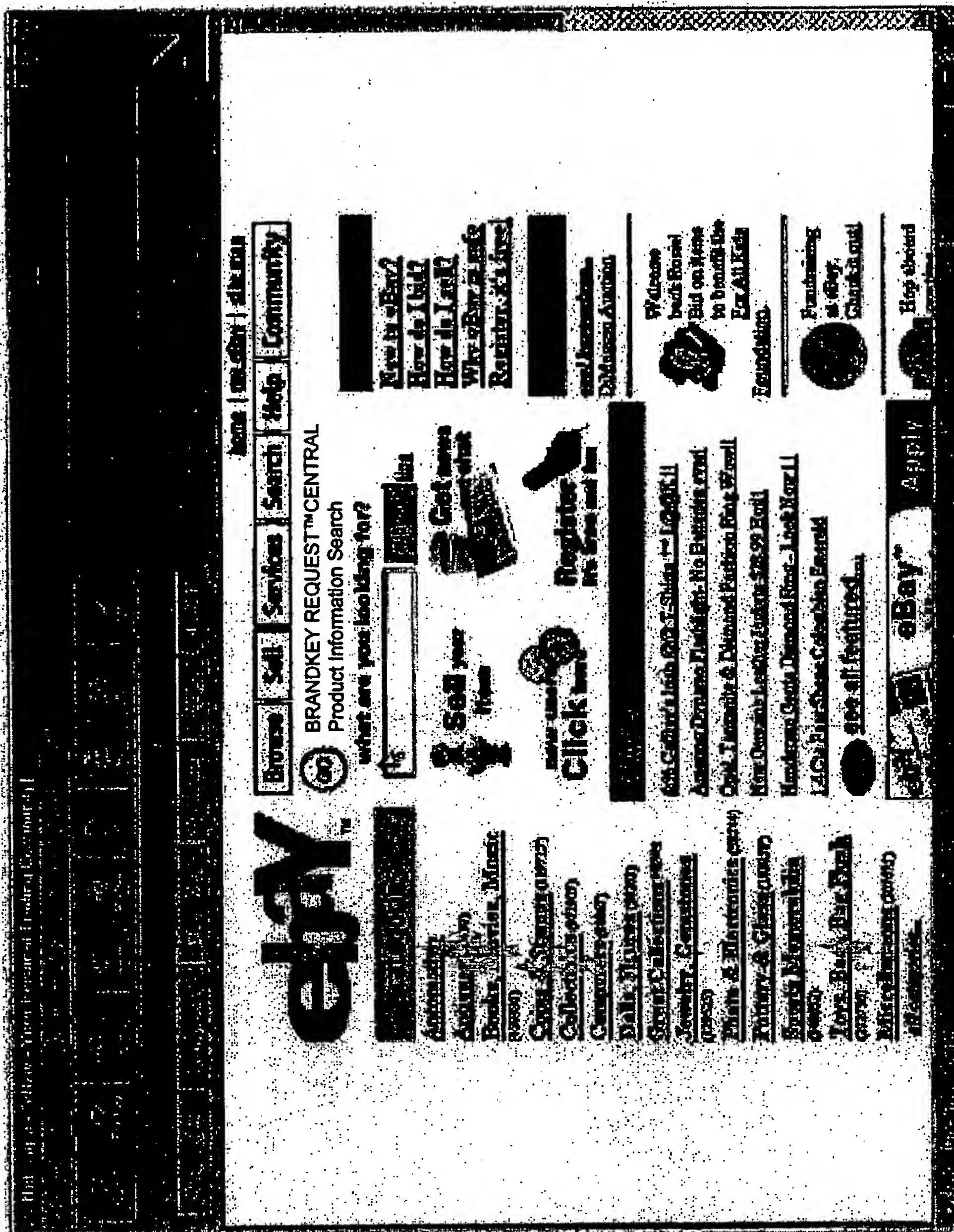


FIG. 4Q1



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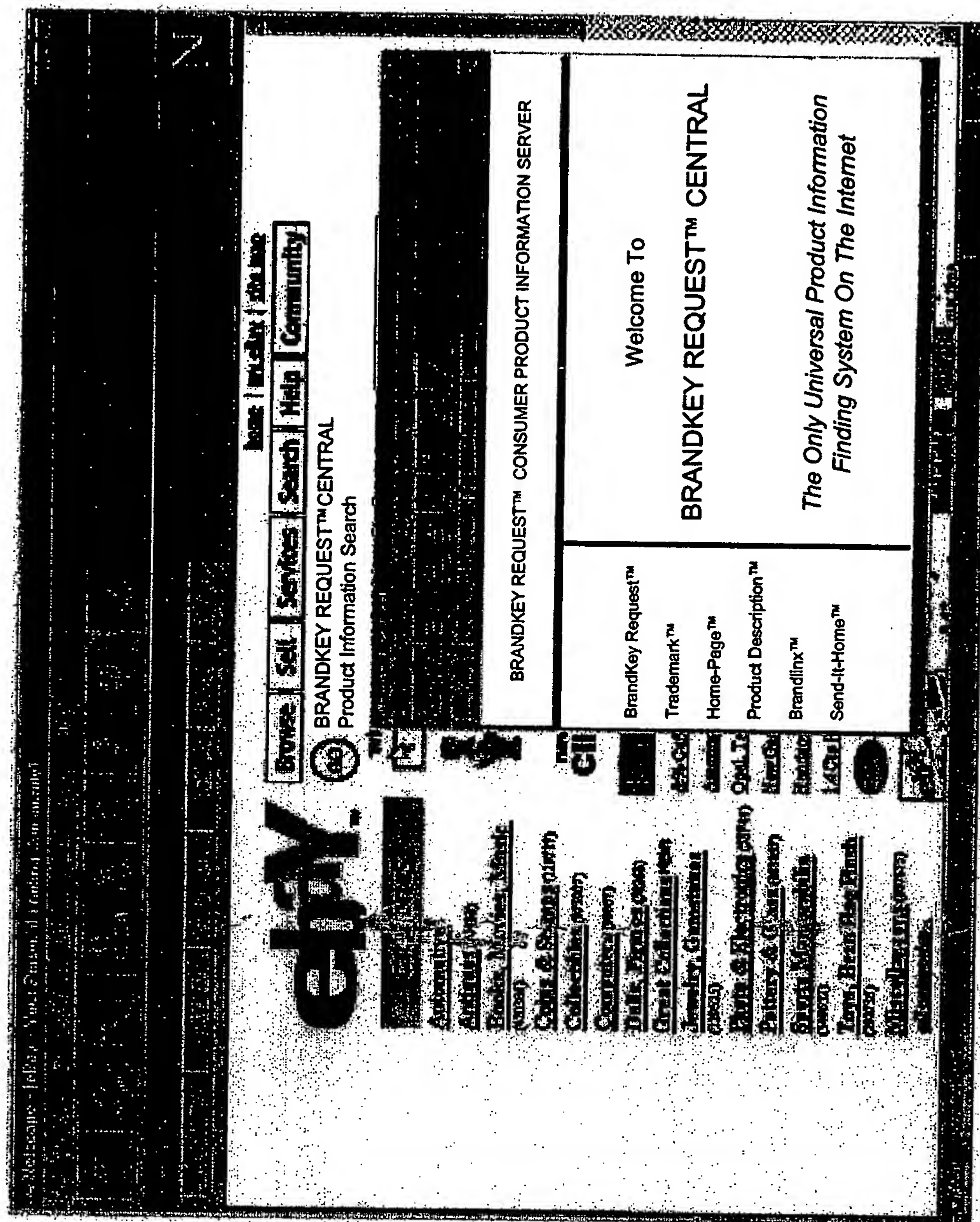


FIG. 4Q2

[illegible]

**FIG. 4R1**

**Home | My eBay | Site Map**

**Browse Sell Services Search Help Community**

**BrandKey Request™**  
Cyber-Service™  
[URL Search](#)

<b>BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER</b>	
<b>BrandKey Request™</b> <b>Trademark™</b> <b>Home-Page™</b> <b>Product Description™</b> <b>Brandlink™</b> <b>Send-it-Home™</b>	<b>Cyber-Service™</b> Search Results for: Manufacturer ID: 000000 UPC: 000000000 Trademark Sony Marine <hr/> <b>Product Description</b> <a href="#">http://www.sony.com/marine/brandkey.html</a> <b>Advertisements</b> <a href="#">http://www.sony.com/marine/brandkey.html</a> <b>Endorsements</b> <a href="#">http://www.sony.com/marine/brandkey.html</a> <b>Warranty Service</b> <a href="#">http://www.sony.com/marine/brandkey.html</a> <b>Discount Products</b> <a href="#">http://www.sony.com/marine/brandkey.html</a>

**\$420.50 (minimum)**

**1**     **4 days, 1 hours +**

**10/31/99, 21:29:10 PST**

**11/01/99, 21:29:10 PST**

**Jan 27 (10) @**

**View comments in full**

**at least**

**Money Order/Cashiers**

**Seller makes ship to you**

**Quantity**

**Quality**

**Time left**

**Seller's**

**High bid**

**Payment**

**Shipping**

**Buyer's**

**Item number**

**Price**

**Location**

**Condition**

**Description**

Seller assumes all responsibility for listing this item. You U.S. dollar (\$) unless otherwise noted.

**FIG. 4R2**




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Internet Mailbox

2

For more product details  
find it at ...

BRANDKEY REQUEST™  
URL Search



**Thomas J. Perkowsld, Esq., P.C.**

**Intellectual Property Advocacy**

Soundview Plaza 1266 East Main Street  
Stamford, Connecticut 06902  
telephone (203) 357-1950  
facsimile (203) 357-1959  
email: info@tjperlaw.com  
<http://www.tjperlaw.com>

"To own an invention, one must claim the invention.  
To claim the invention, one must express the invention in words."

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FIG. 4S1

**Now in Stock!**

**For more product details** BRANDKEY REQUEST™

Find it at >>>> GO URL Search

**Thomas J. Perle**

**Intellectual Property**

Soundview Plaza  
Stanford,  
telephone  
for  
email in  
<http://www.soundview.com>  
To view an  
Trademark the Soundview, see in

**BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER**

BrandKey Request™ Trademark™ Home-Page™ Product Description™ Brandlinx™ Send-It-Home™	Cyber-Service™
Search Results for: Manufacturer ID: 000000 UPC: 000000000	Trademark Company Products
Product Description	http://www.soundview.com/productdescription
Advertisements	http://www.soundview.com/advertisements
Endorsements	http://www.soundview.com/endorsements
Discounts/Rates	http://www.soundview.com/discounts
Buy on the Web	http://www.soundview.com/buyonweb

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FIG. 4S2





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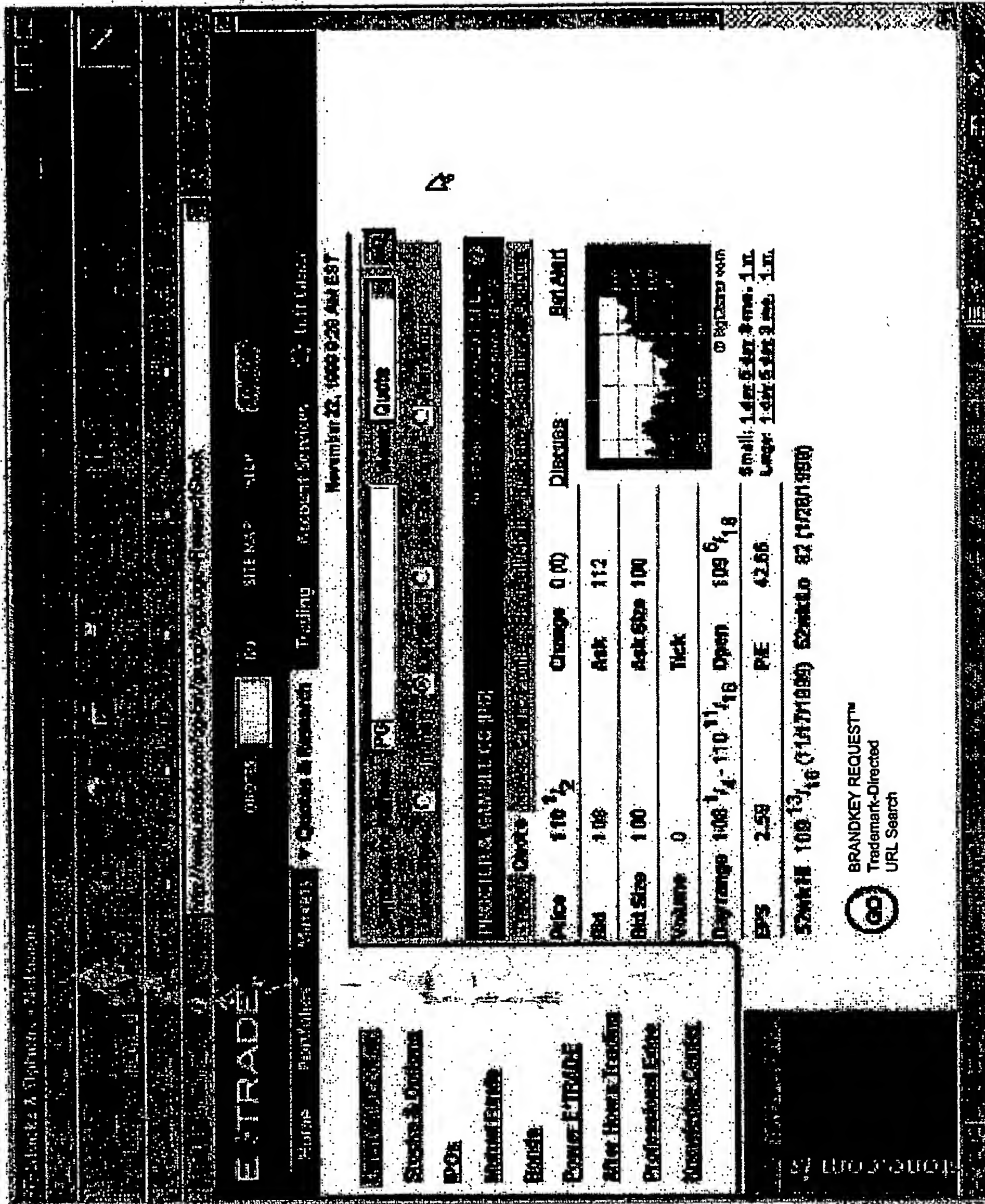


FIG. 4T1

[illegible]



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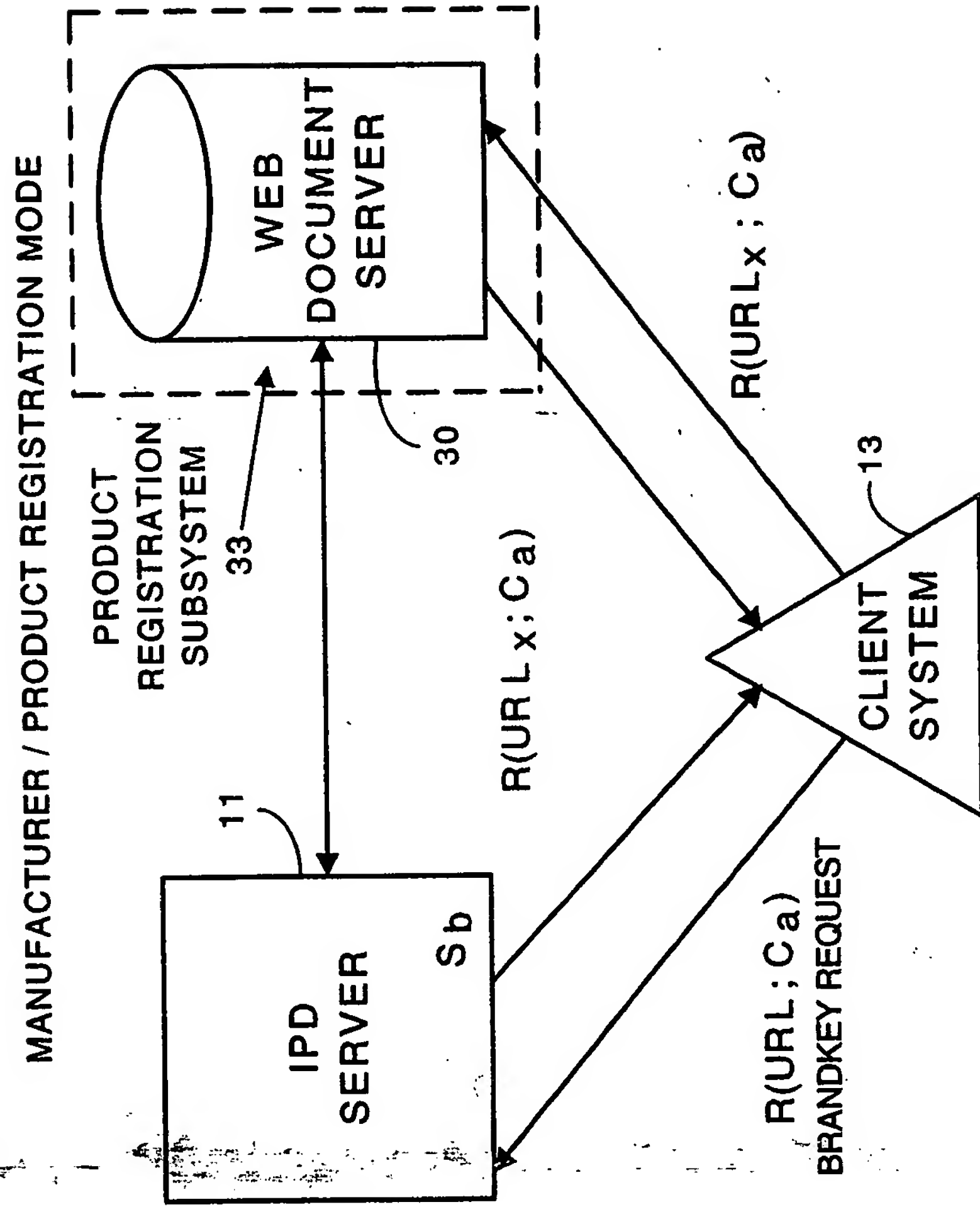


FIG. 5A

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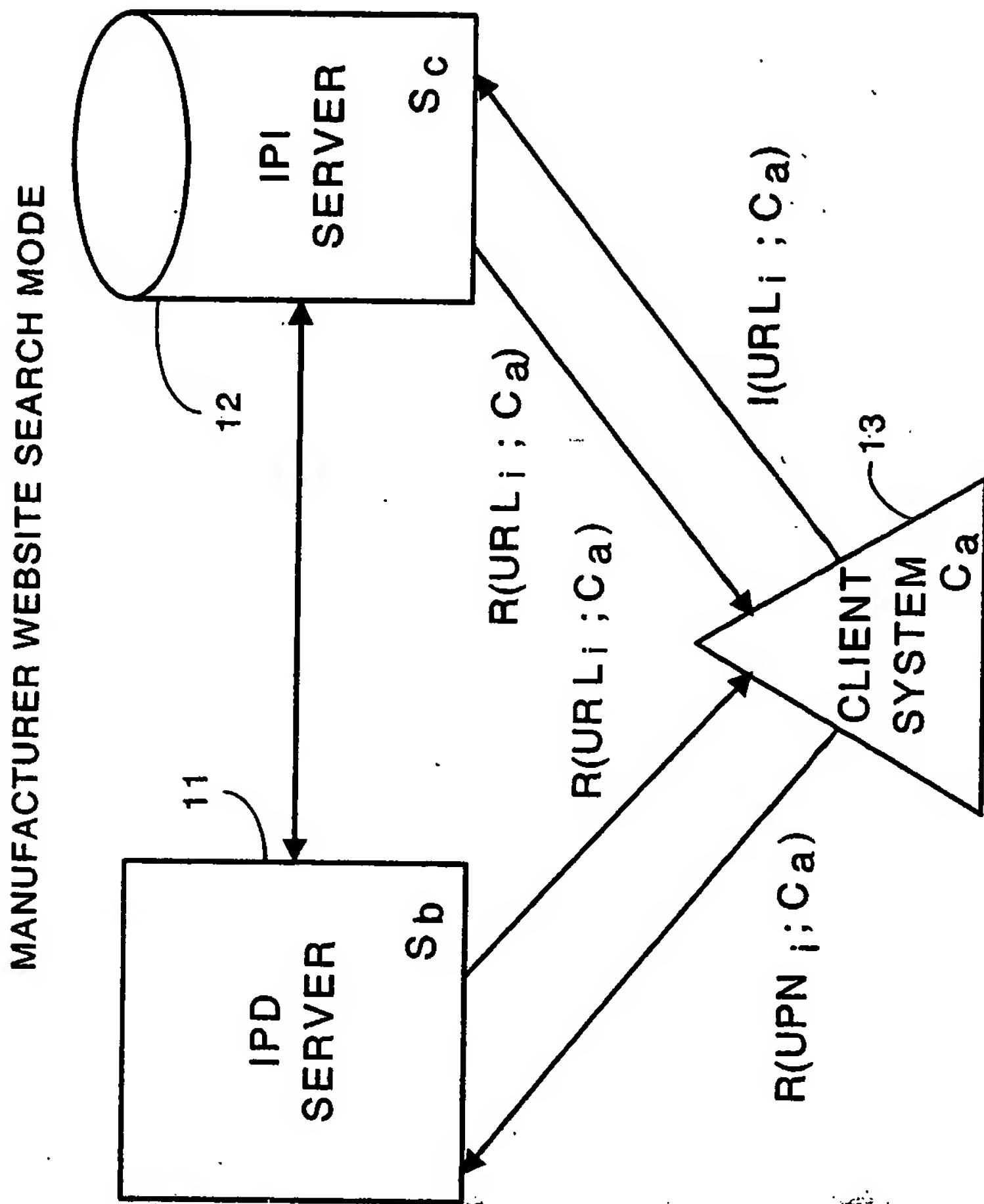


FIG. 5B

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UPN - DIRECTED INFORMATION ACCESS MODE

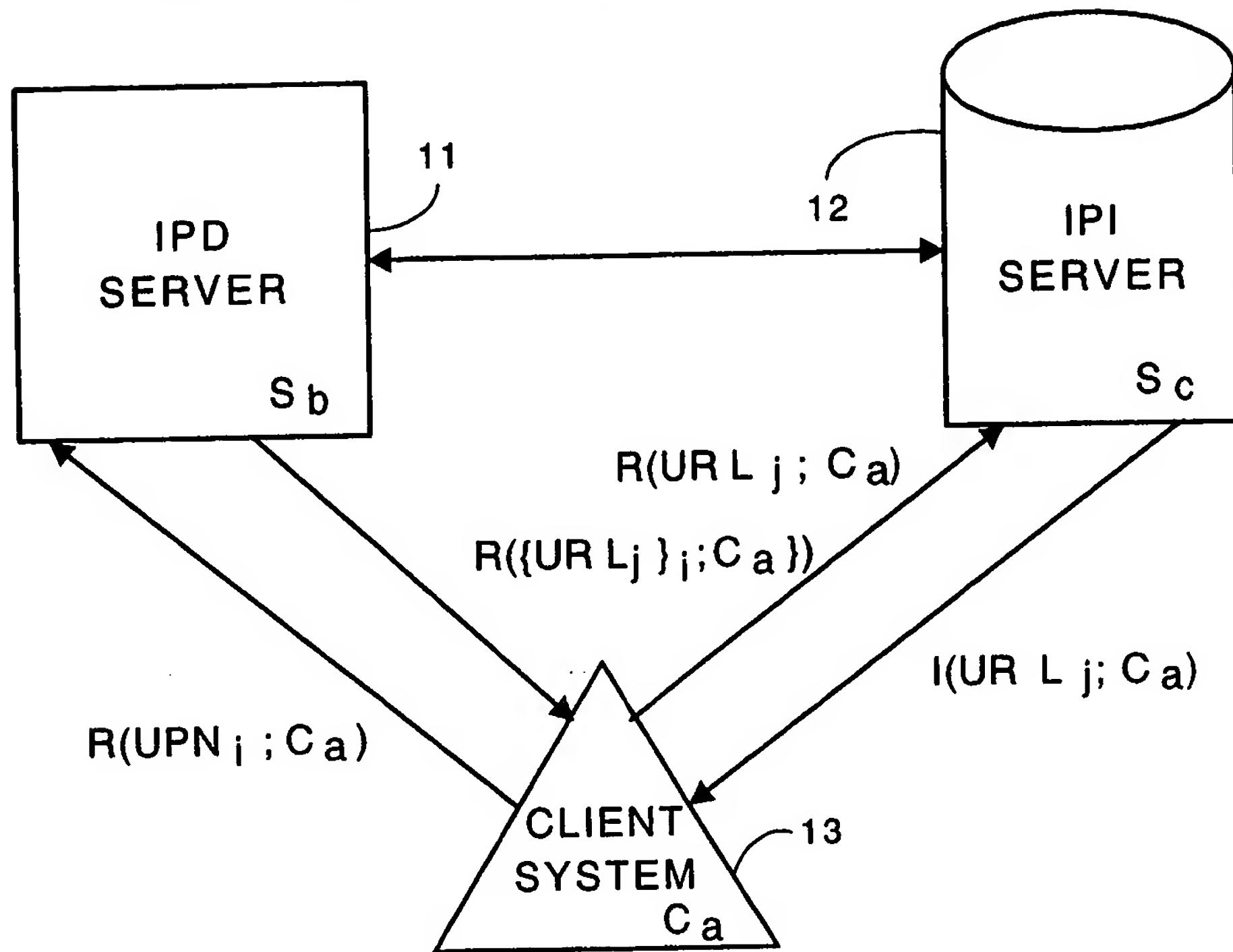


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

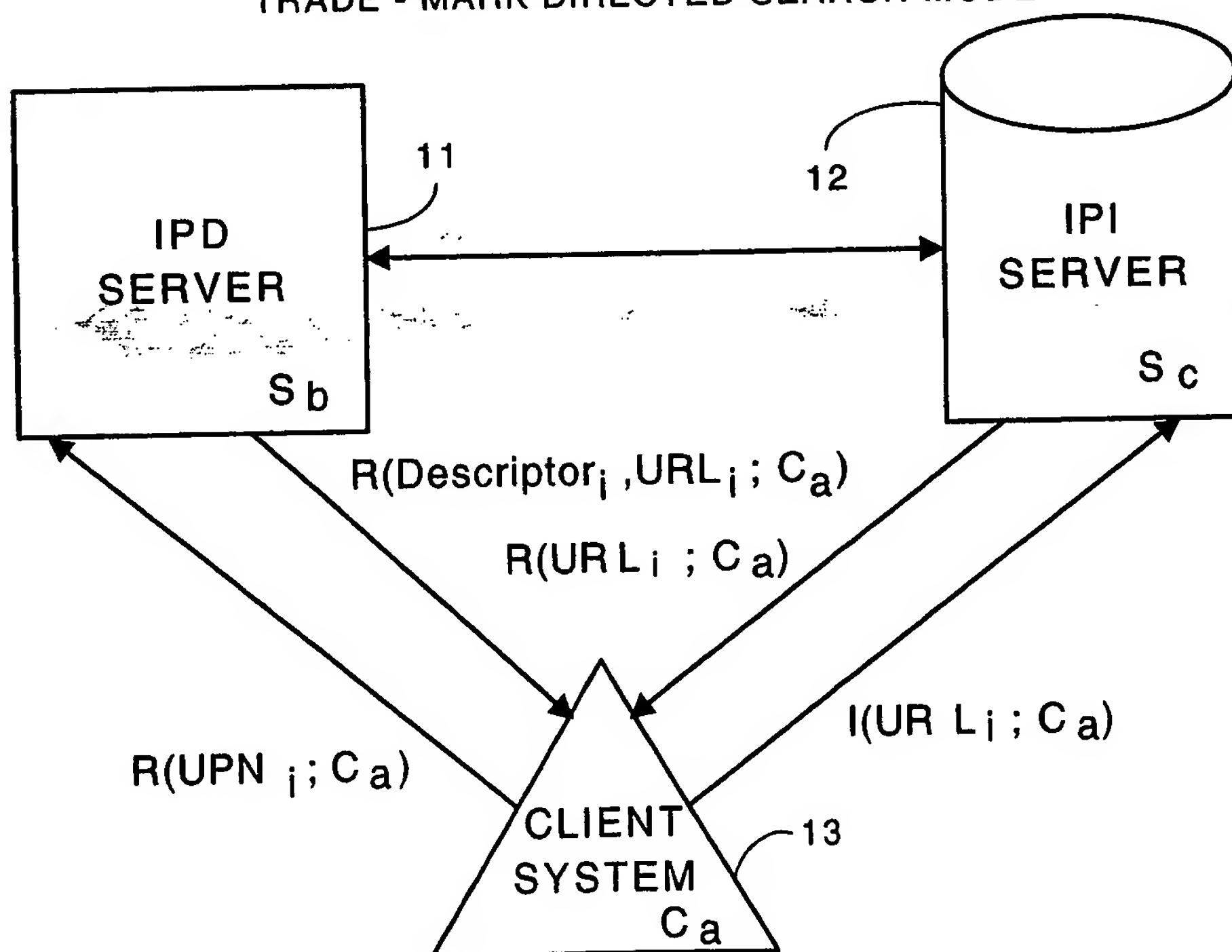


FIG. 5D

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PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

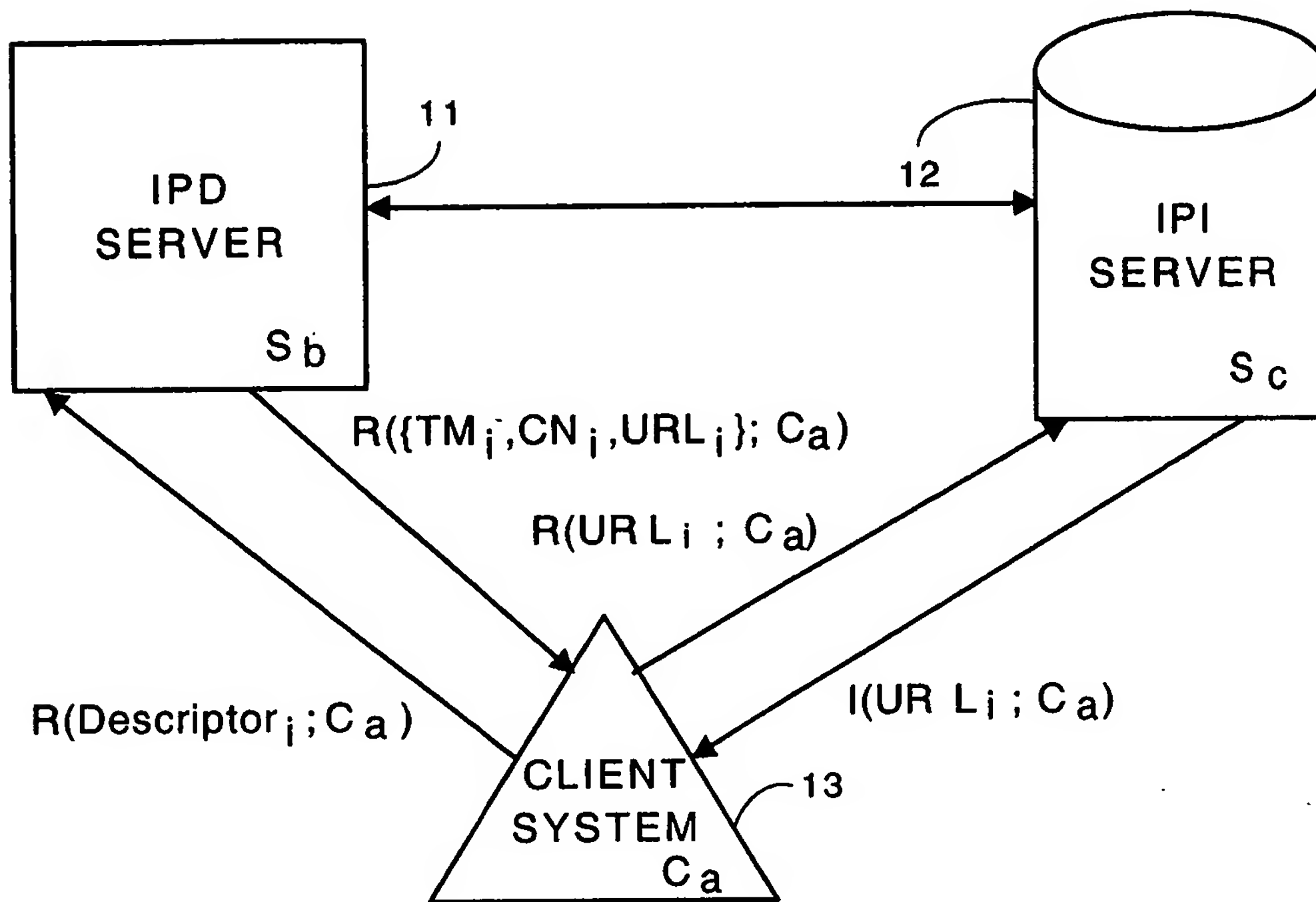


FIG. 5E

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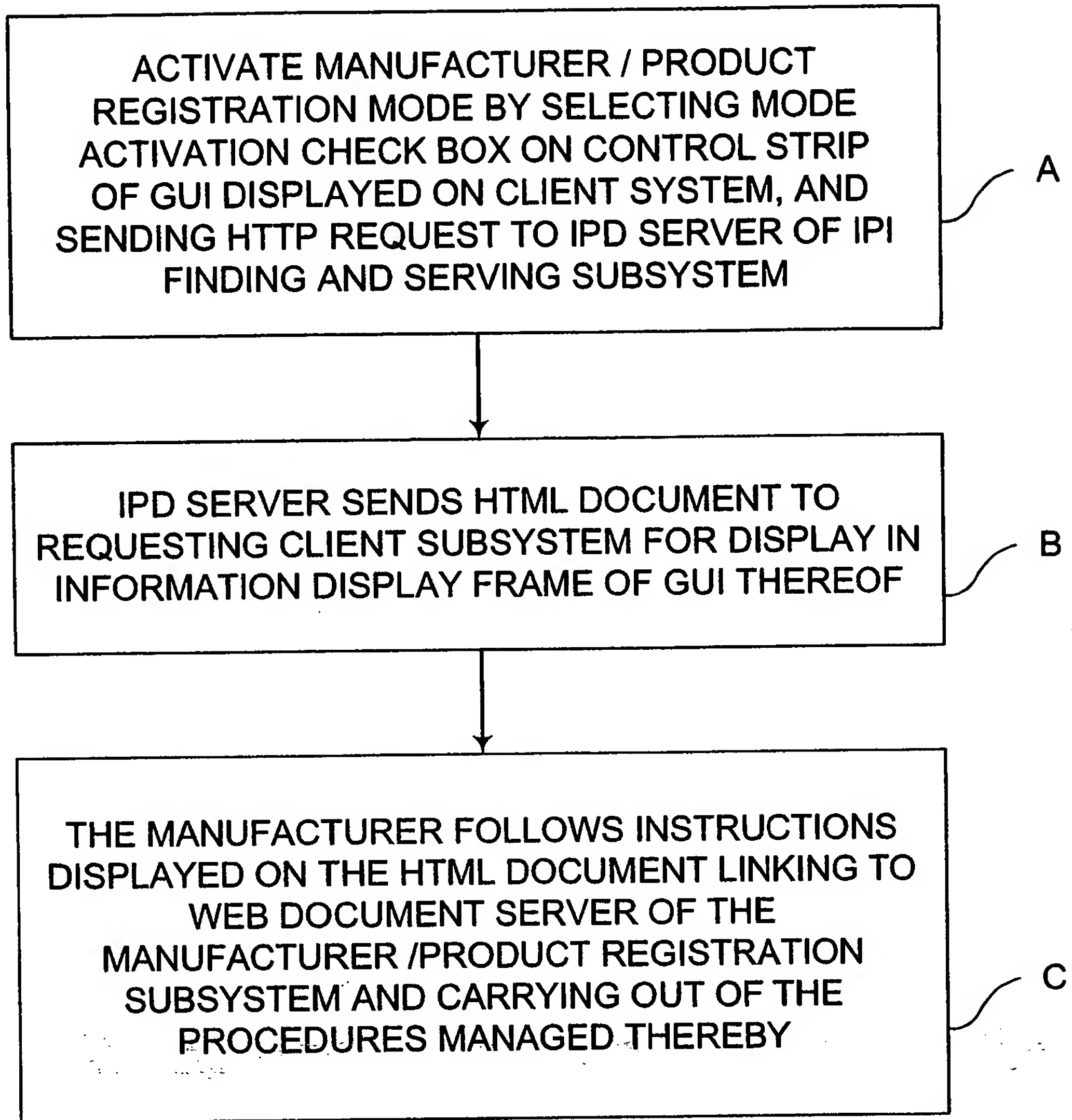


FIG. 6A



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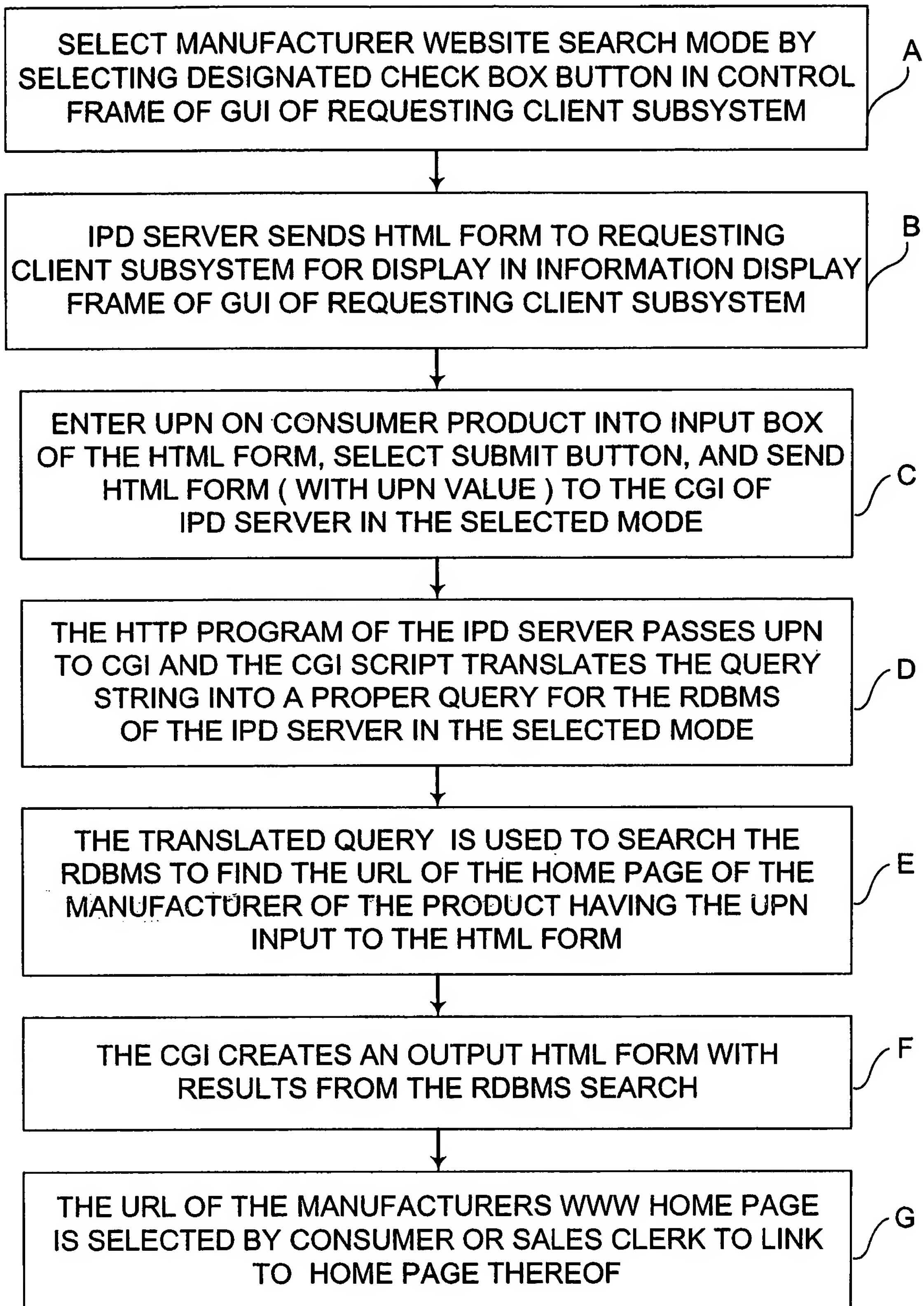


FIG. 6B

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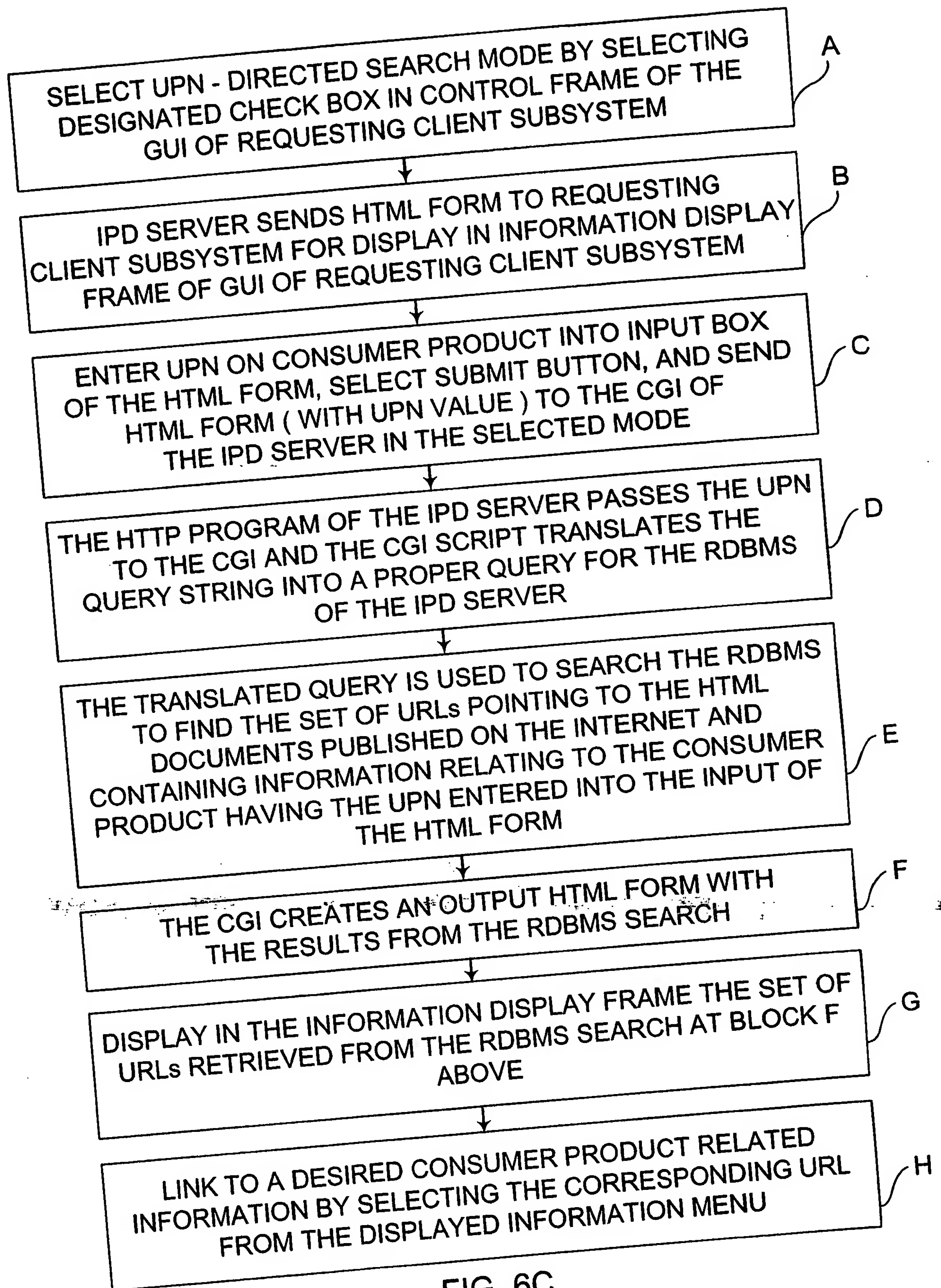


FIG. 6C

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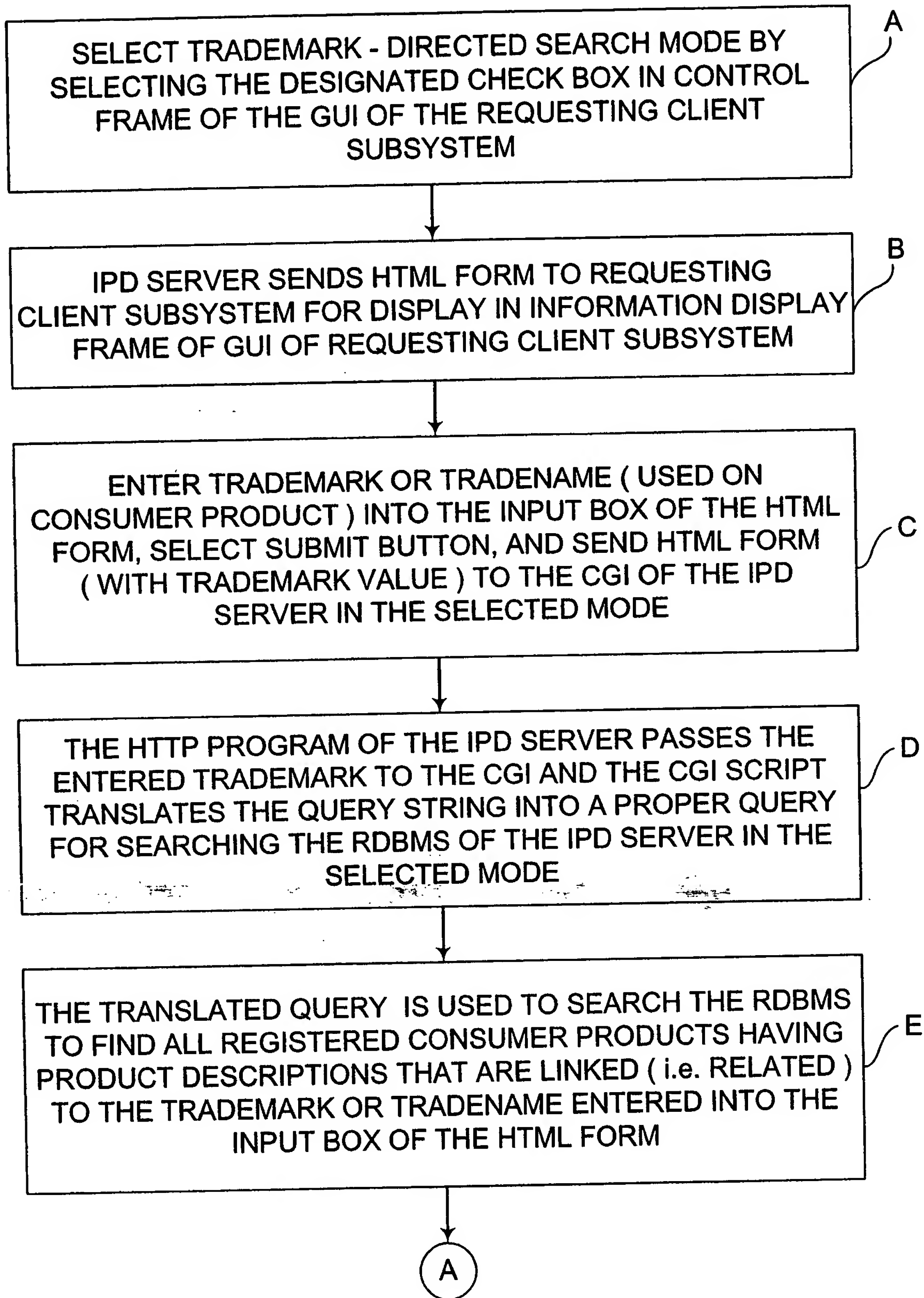


FIG. 6D1

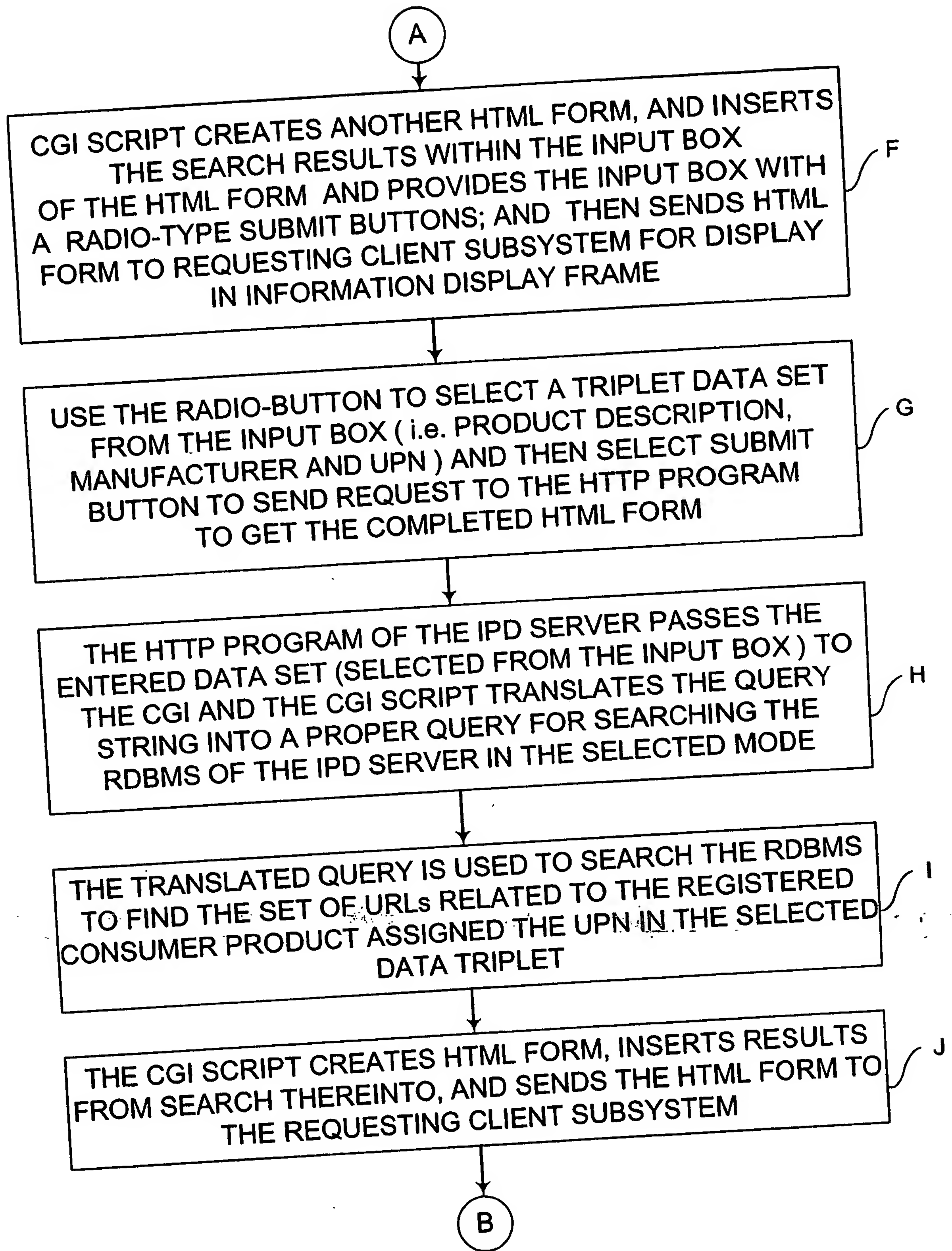


FIG. 6D2

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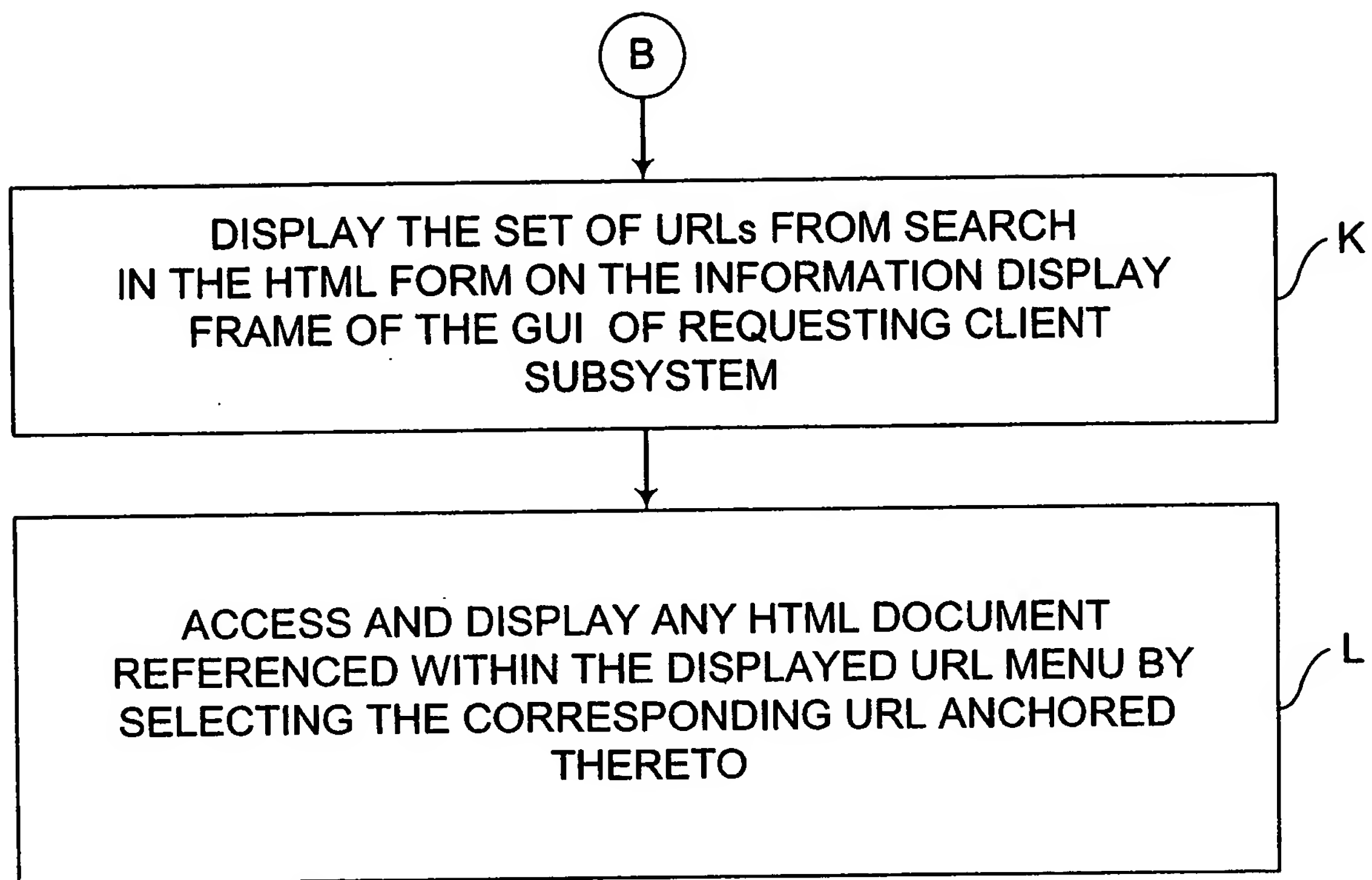


FIG. 6D3

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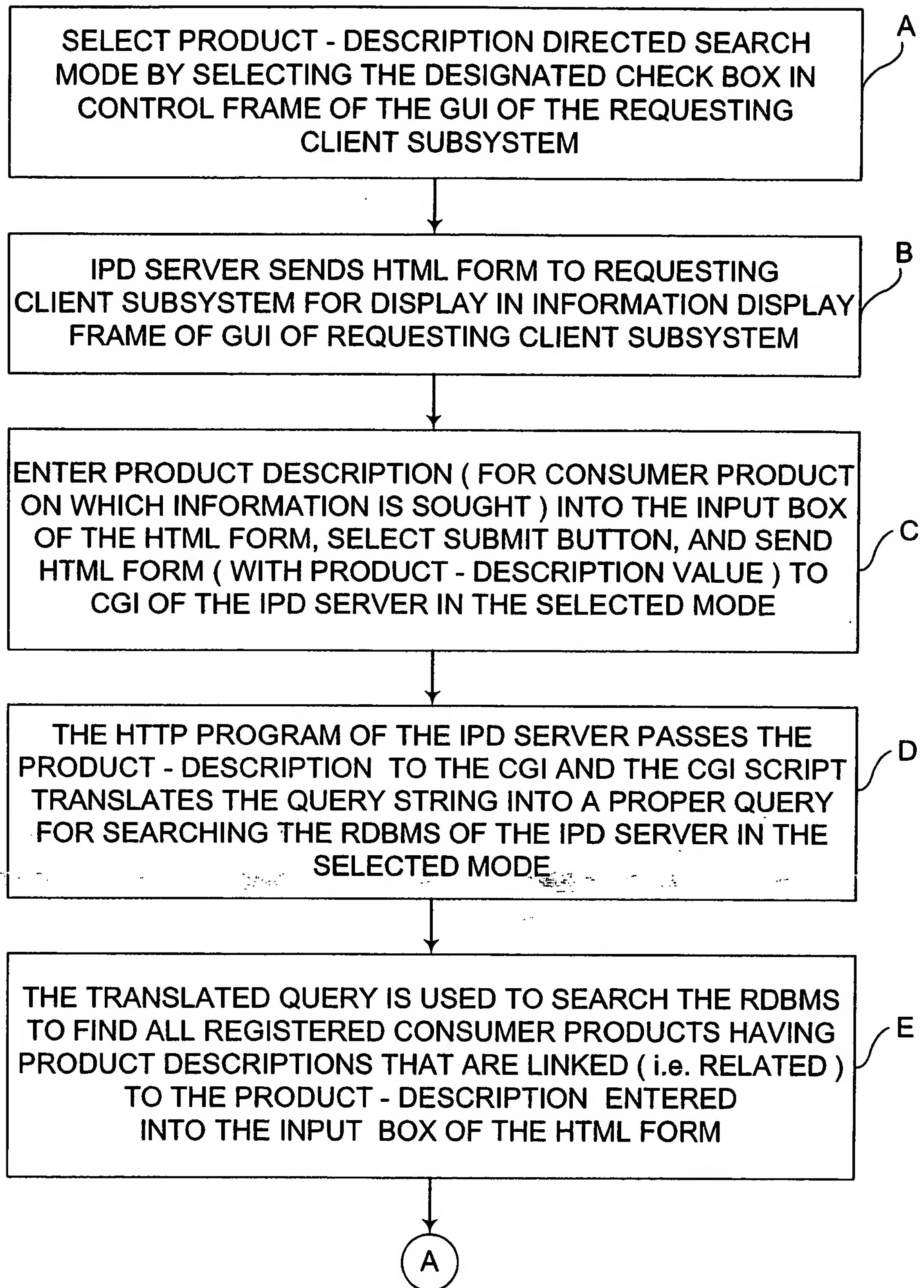


FIG. 6E1

101/1046

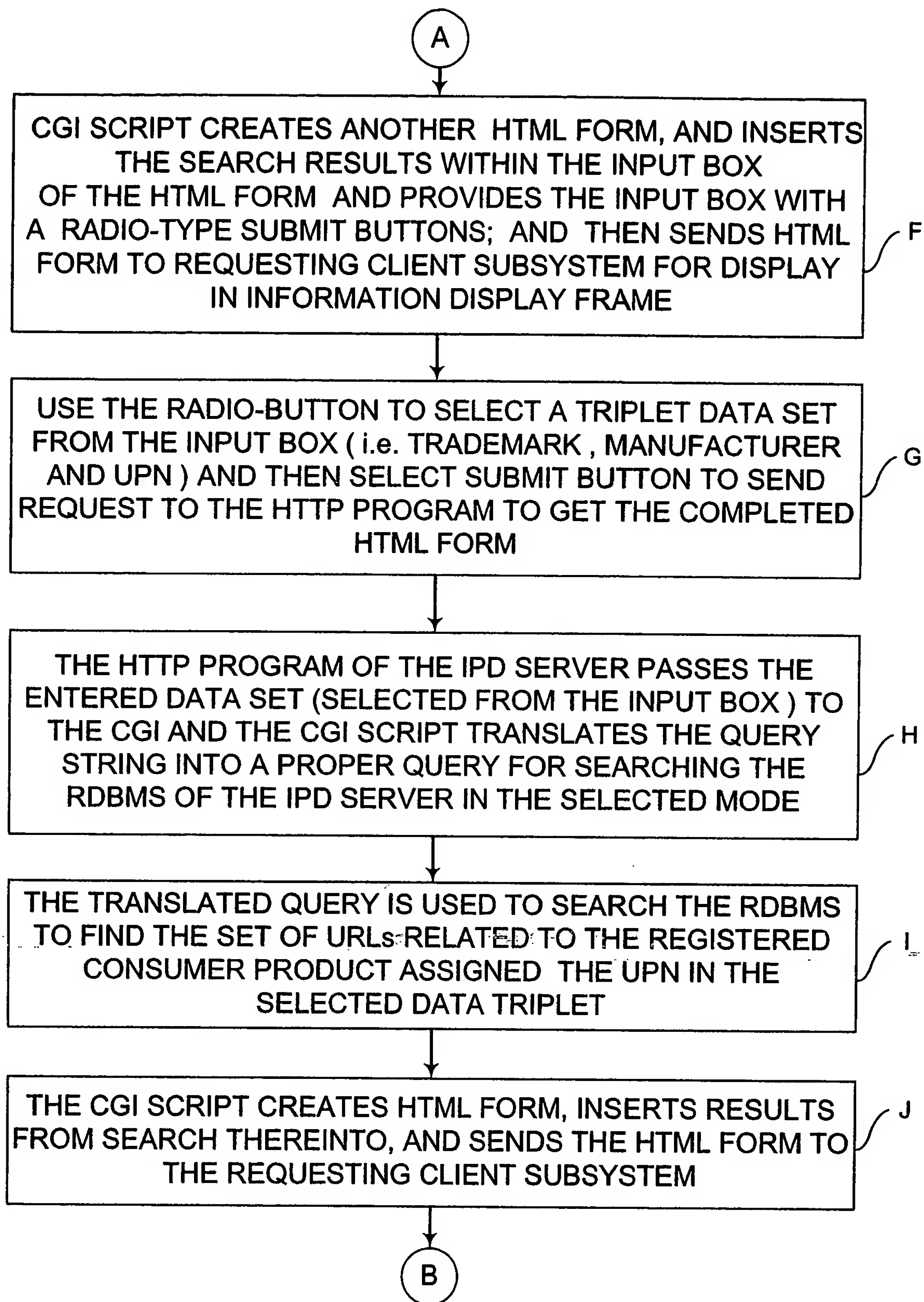


FIG. 6E2



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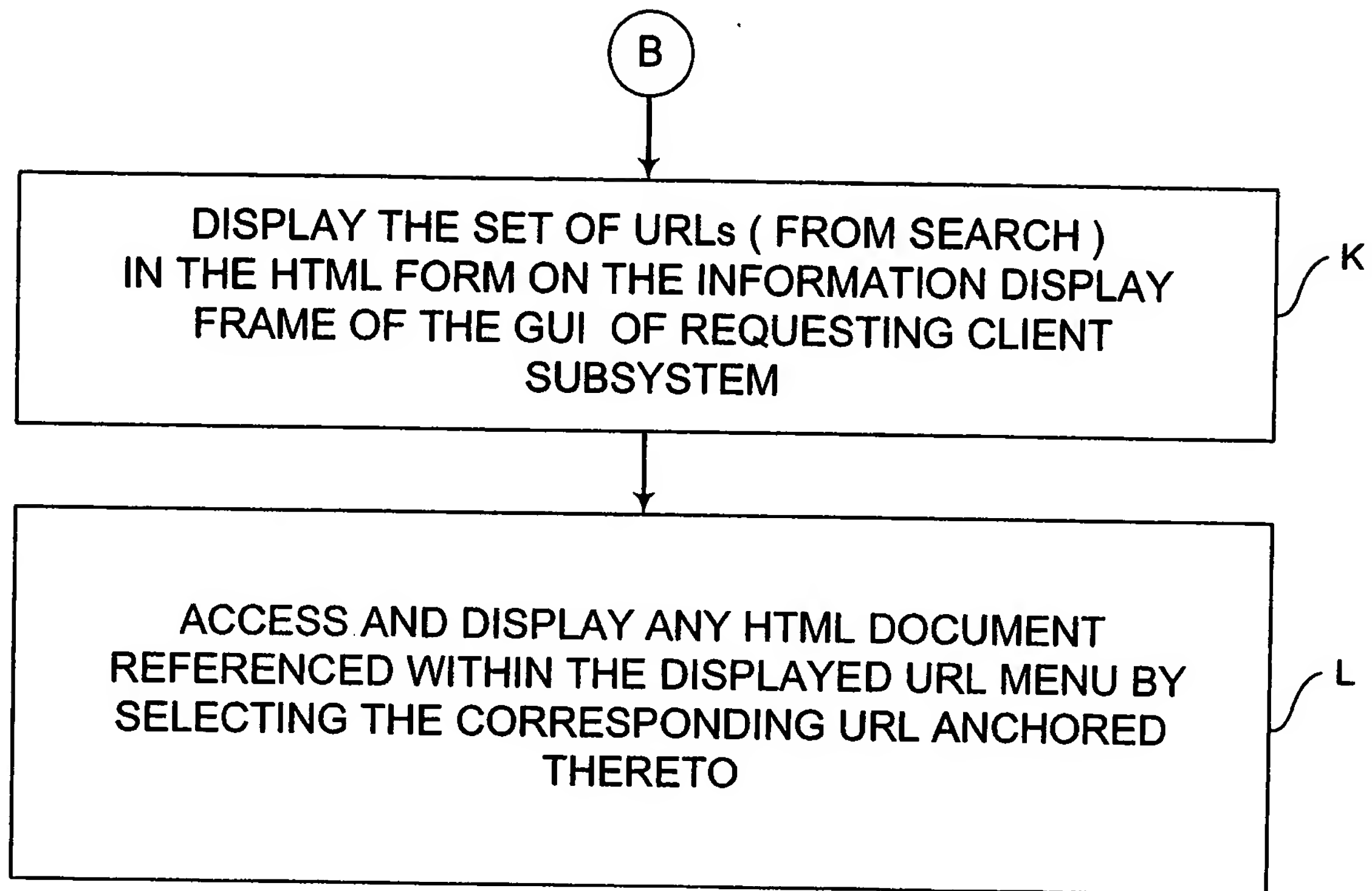


FIG. 6E3

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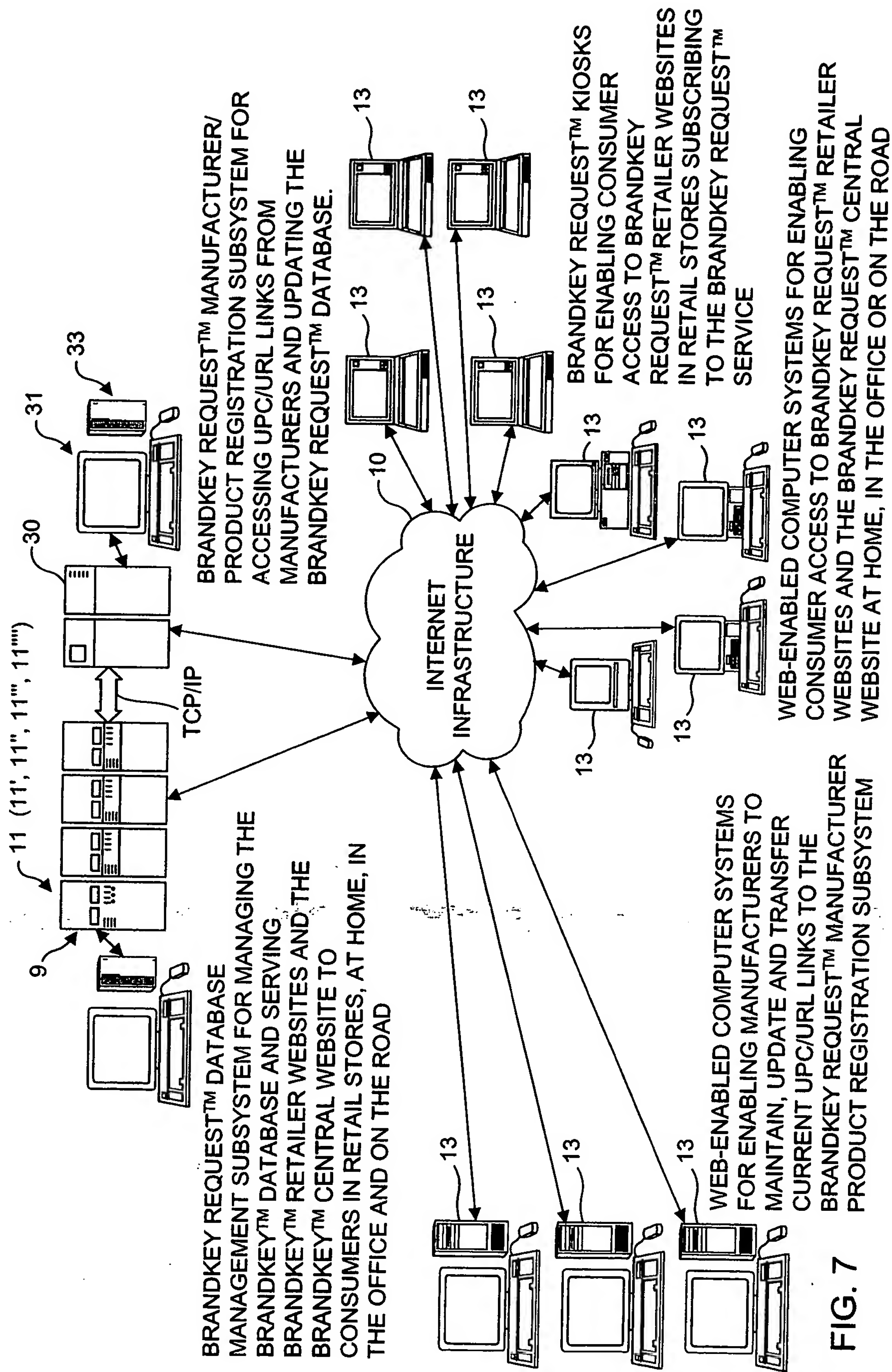


FIG. 7

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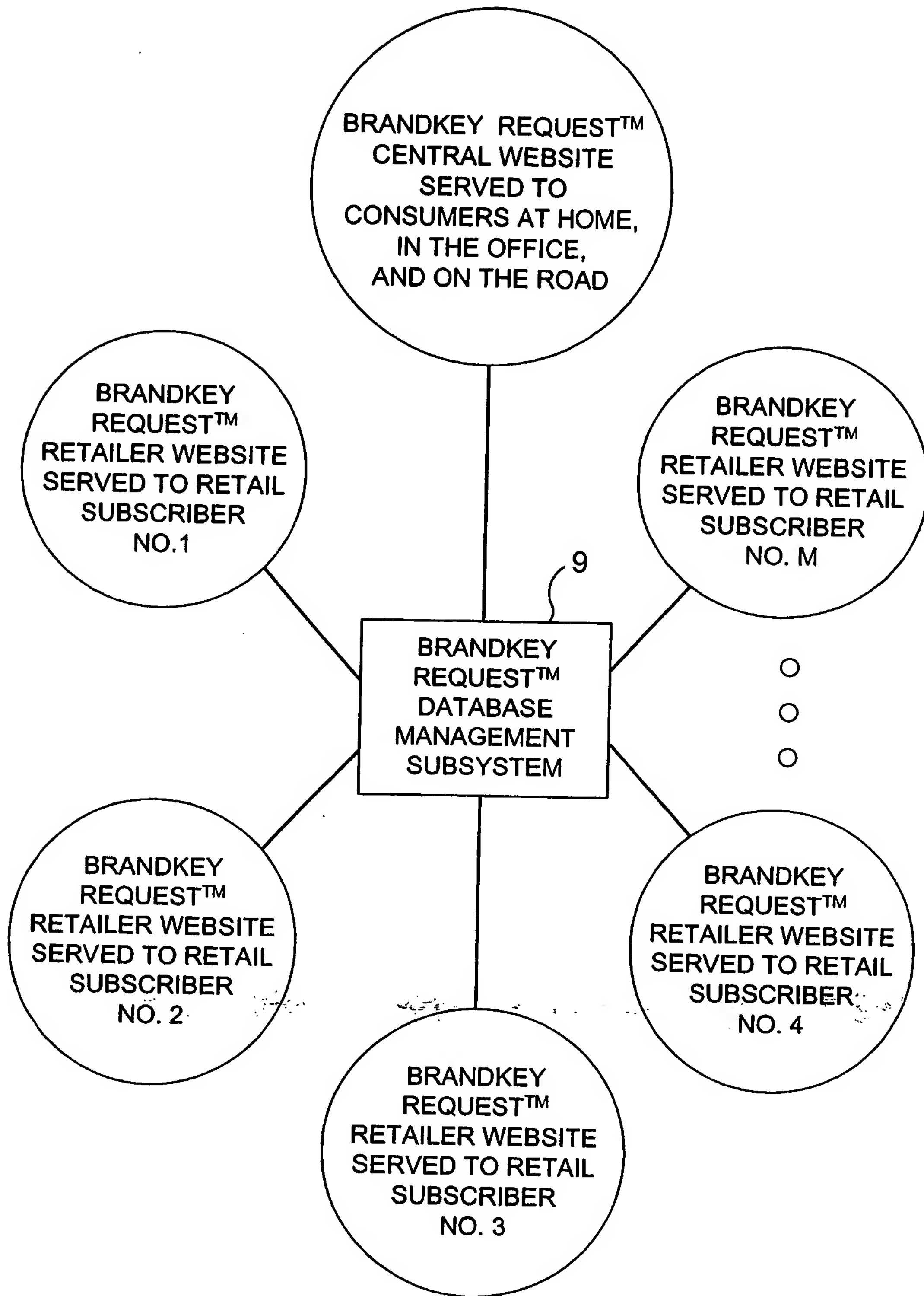
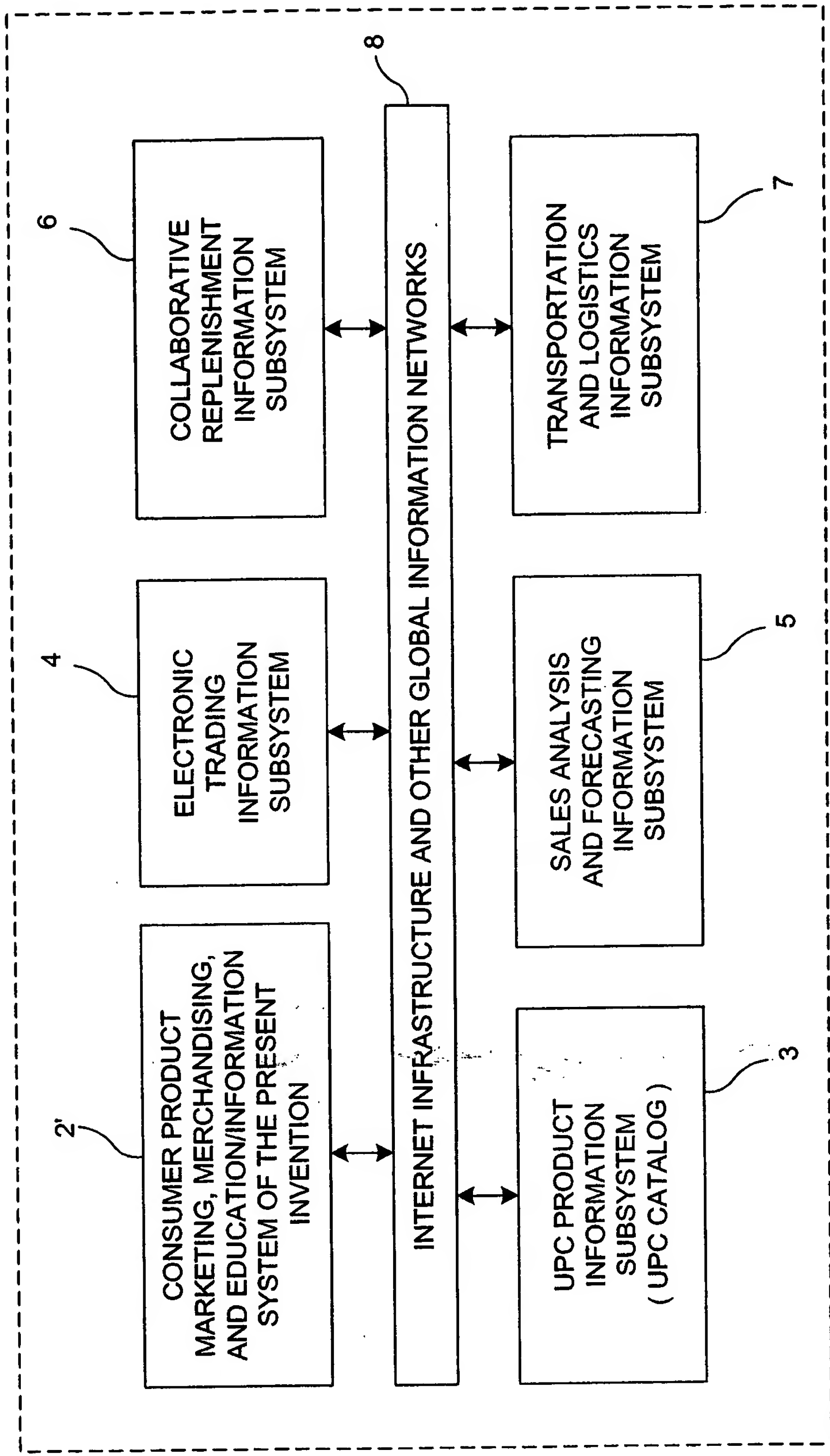


FIG. 8

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1' SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

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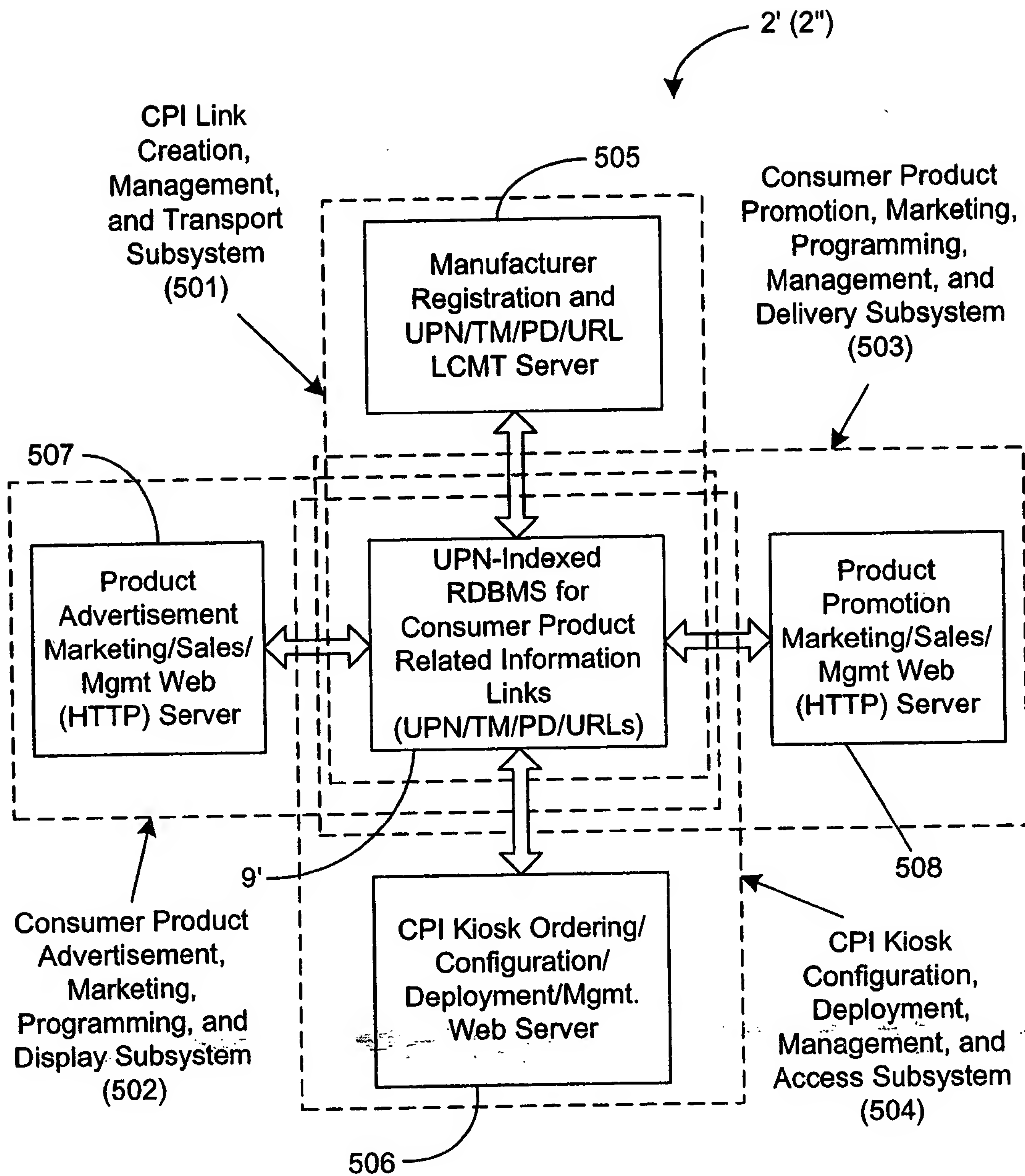


FIG. 9A

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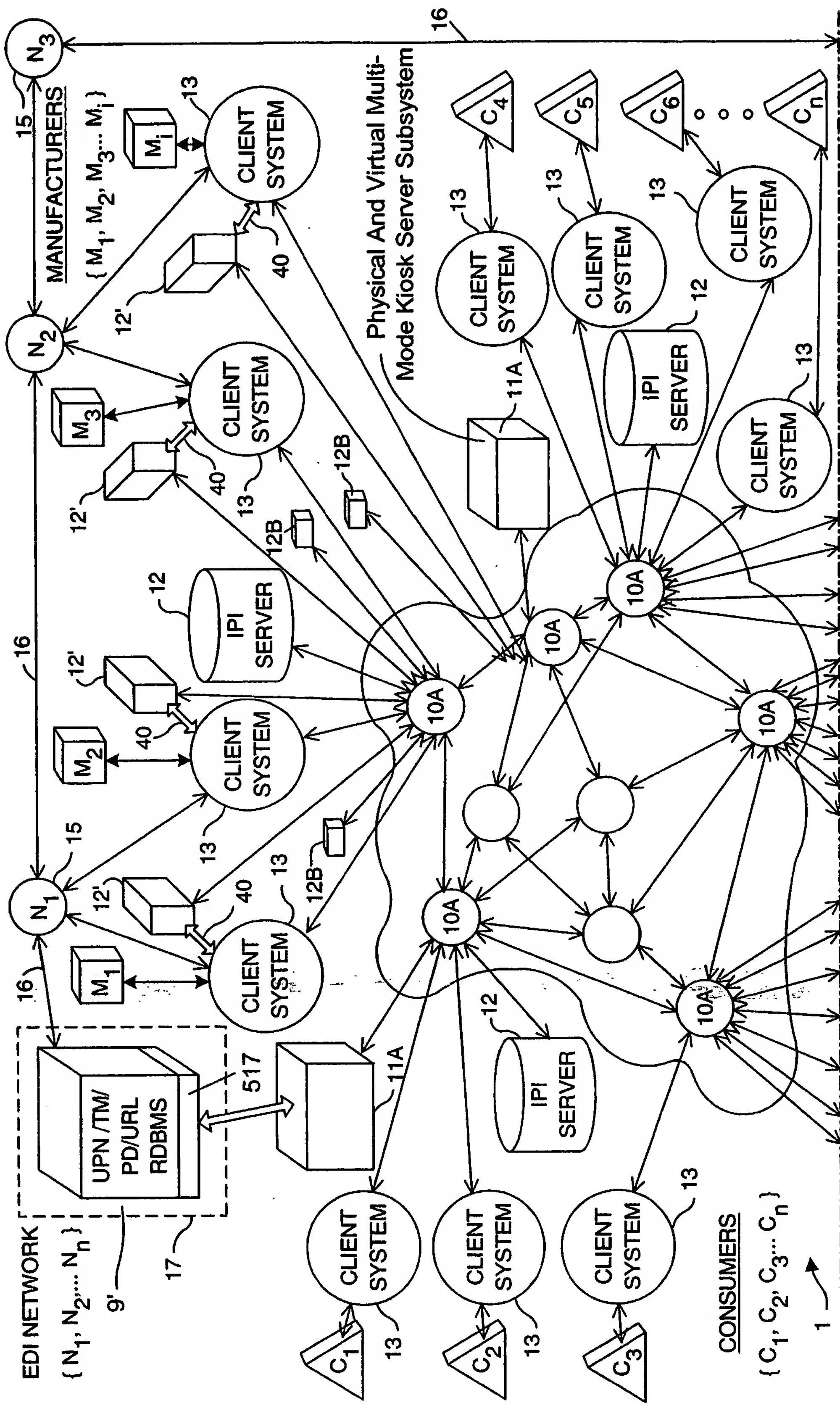


FIG. 10A1

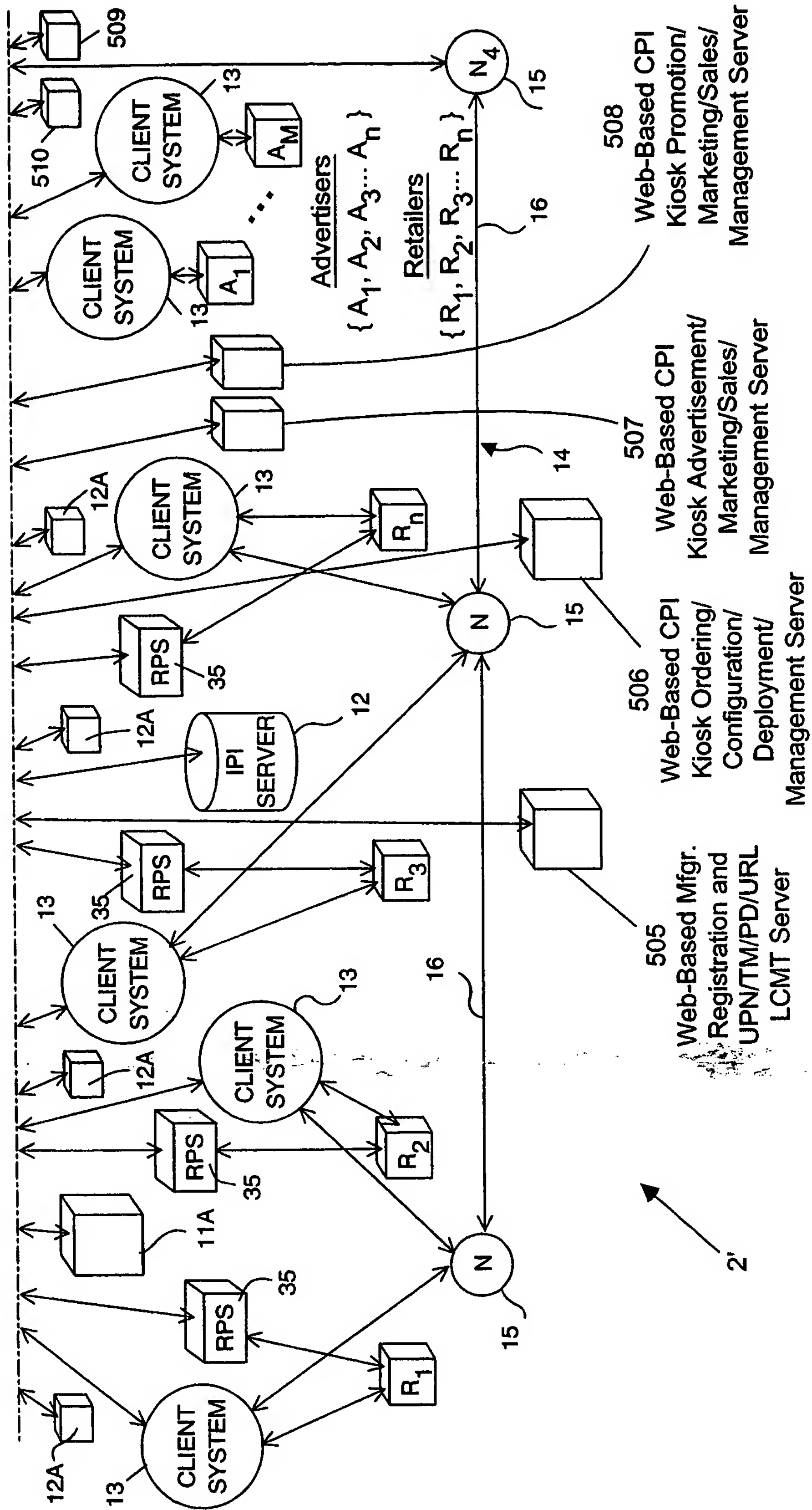


FIG. 10A2



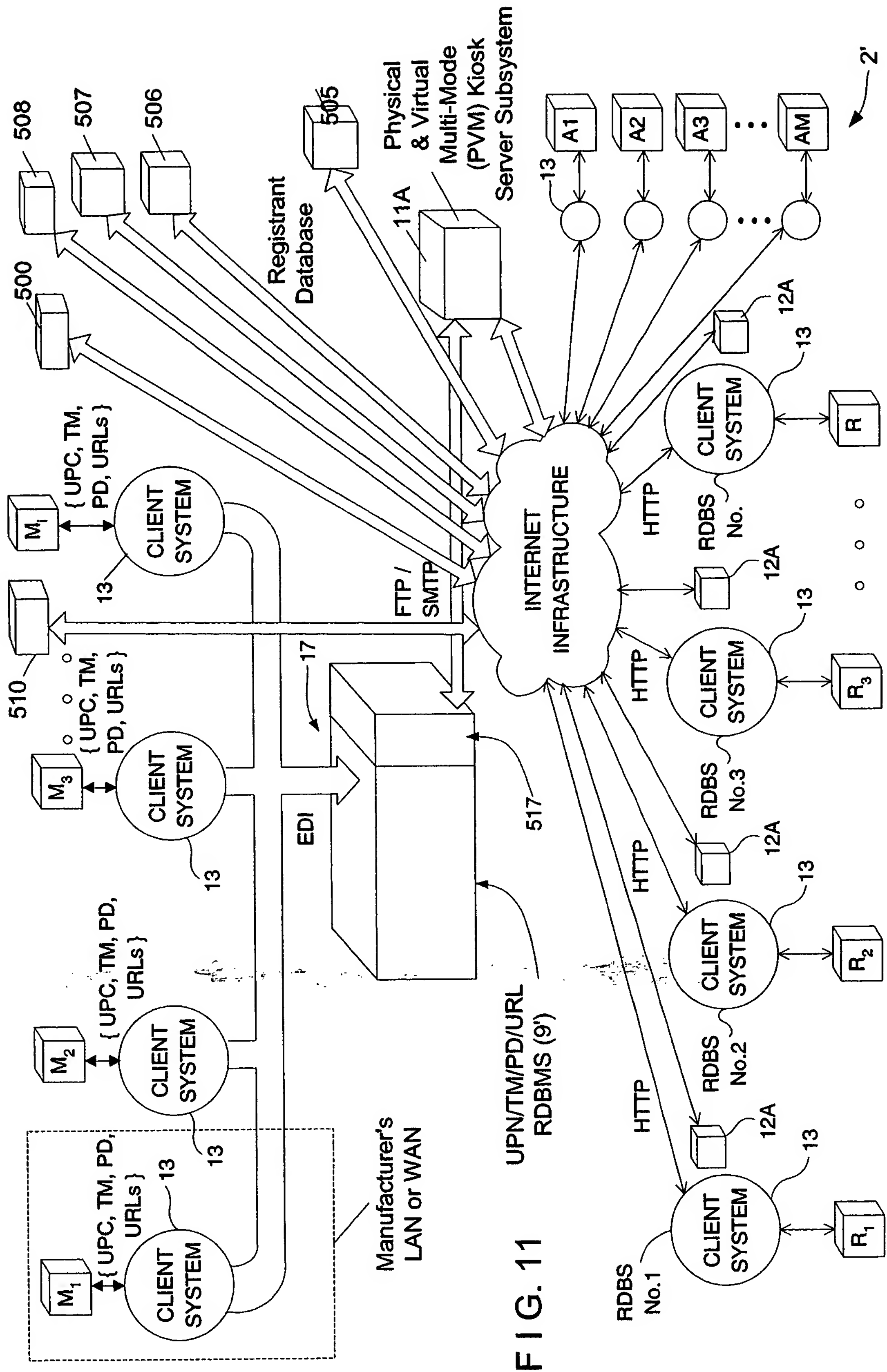
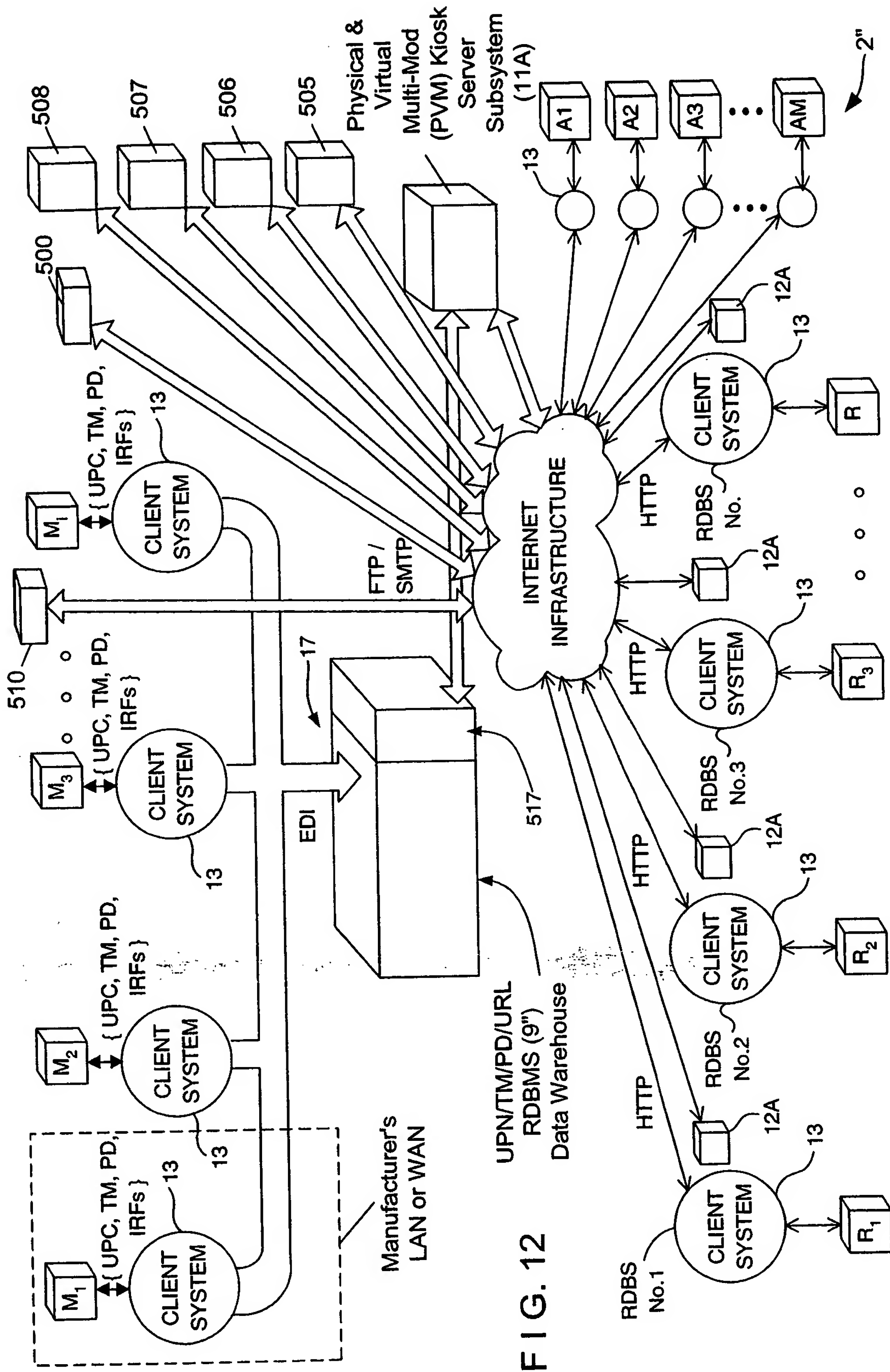


FIG. 11



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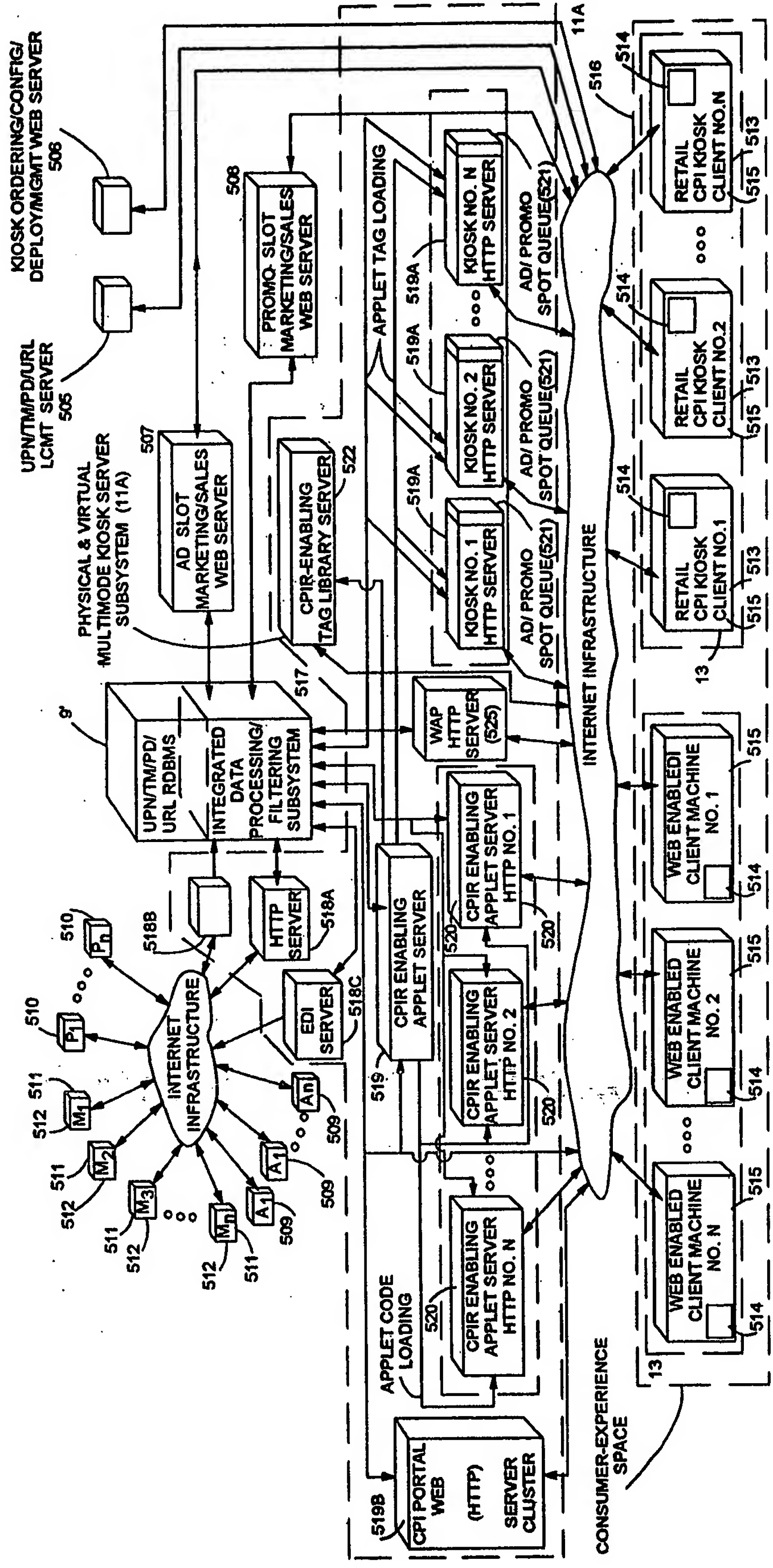


FIG. 13

The diagram illustrates a system for providing location information to a mobile device. It includes a GPS signal source (517) connected to a WAP/HTTP Server (525) via a GPS receiver. The WAP/HTTP Server is connected to an Internet Infrastructure cloud, which is also connected to an RDBMS (9'). The Internet Infrastructure is connected to a mobile device (13A) within a Retailer's Physical Space. The mobile device is a GPS-Enabled Mobile BCS Palm Computer.

**FIG. 14**

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Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

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Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C



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Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1



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URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

1101046

Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

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Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J



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Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

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Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N



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Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z



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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

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Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE



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Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

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Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

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Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
  - Manufacturer Customization Options;
    - Default CPI Categories For Linked URL,
    - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

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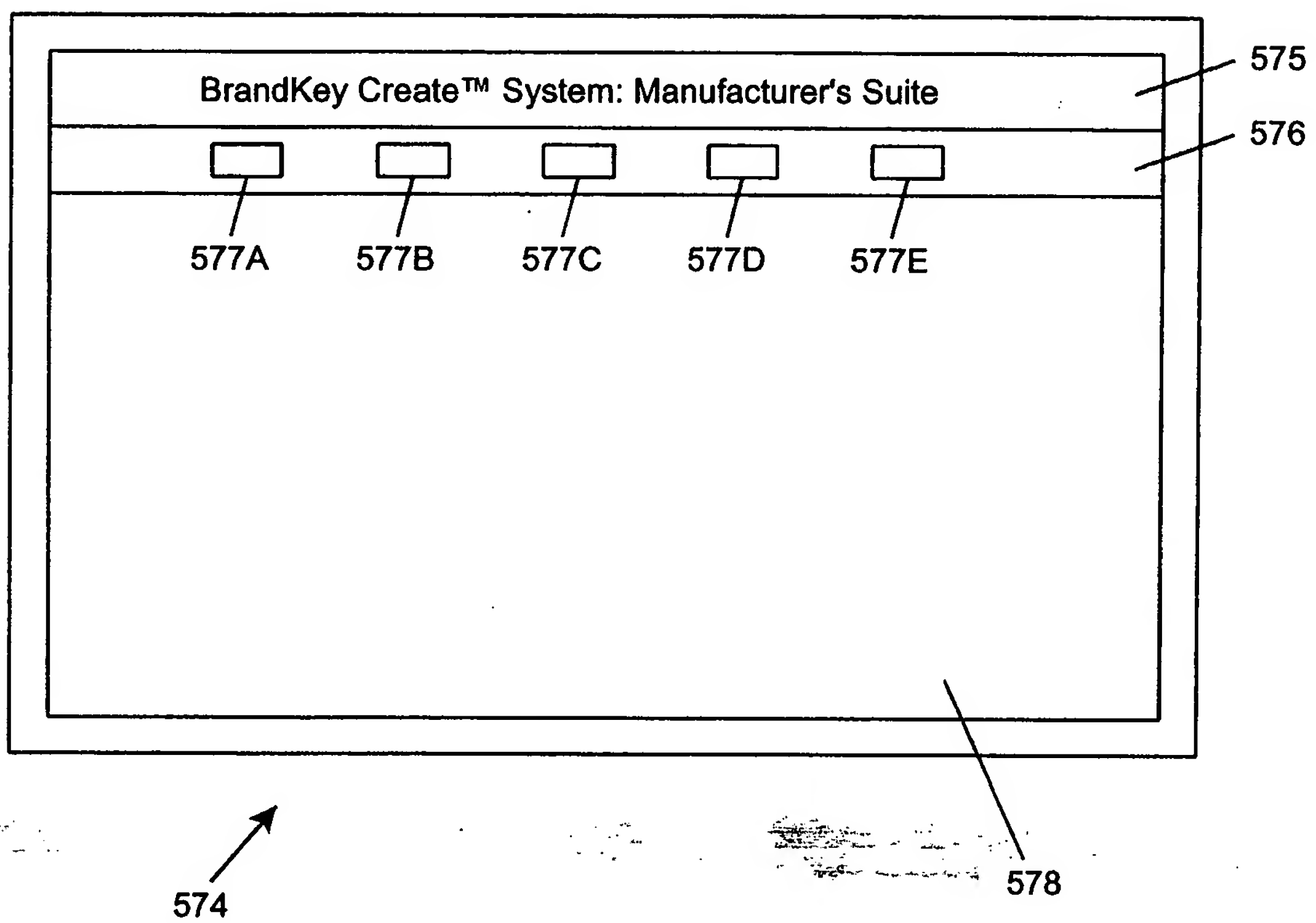


FIG. 16A

135/1046

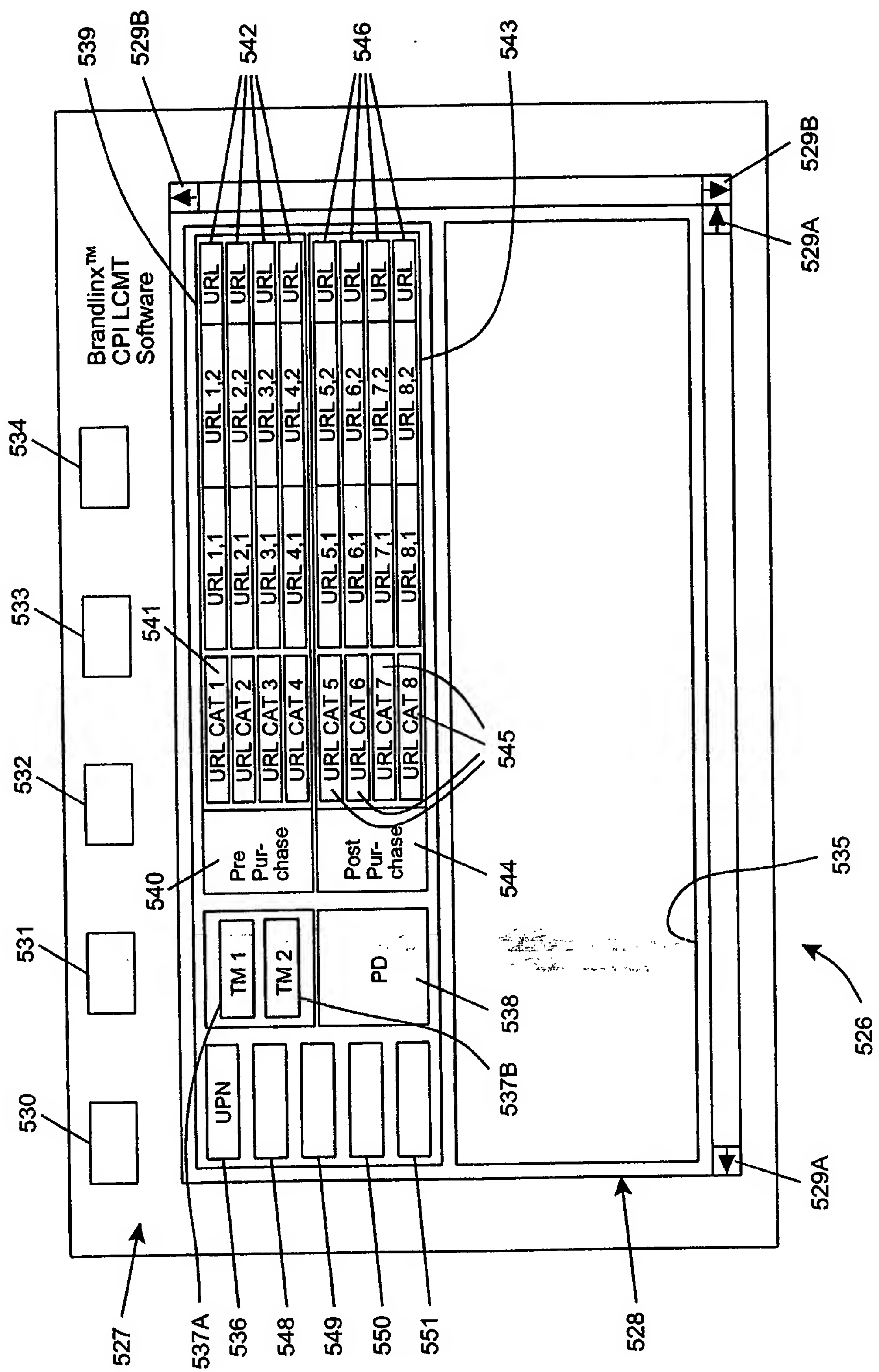


FIG. 17



Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

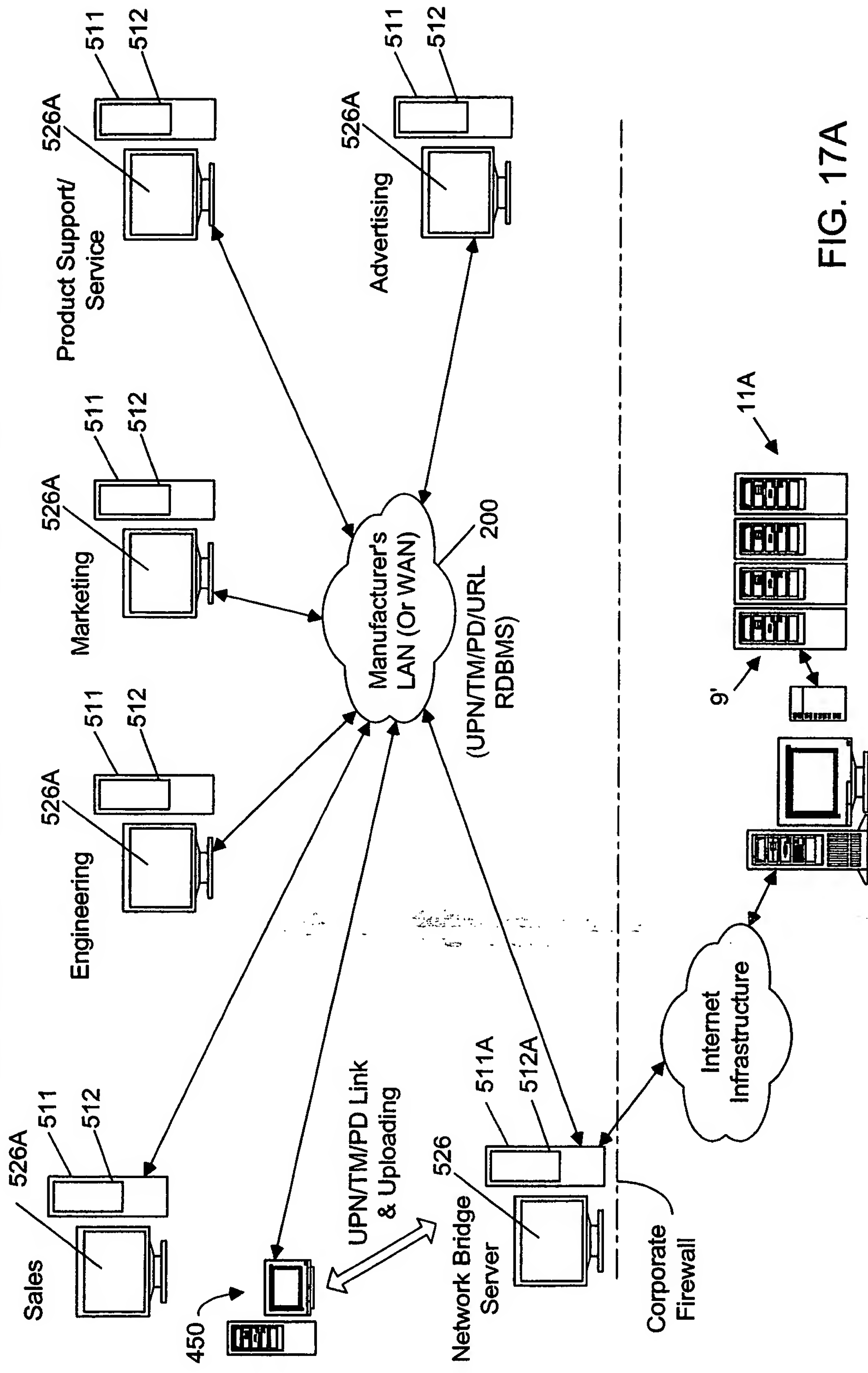


FIG. 17A

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The diagram illustrates a distributed URL management system architecture. At the top, a dashed box labeled 512A represents the 'Master UPN/TM/PD/URL CCMT GUI'. It contains a software window titled 'BrandName® CPI LOADIT Software' with a menu bar (UPN, TM 1, TM 2, PD, Post, Pre, Change) and a table of URL entries. Below this table are fields for 'Department No. N: Assigned URL' and 'Category Set No. N'. Two arrows point from this master GUI to two identical slave GUIs, labeled 512, located below. Each slave GUI also displays the 'BrandName® CPI LOADIT Software' window with the same interface elements. The slave GUIs are connected to a central vertical ellipsis, indicating a distributed or multi-instance architecture.

**FIG. 17B**

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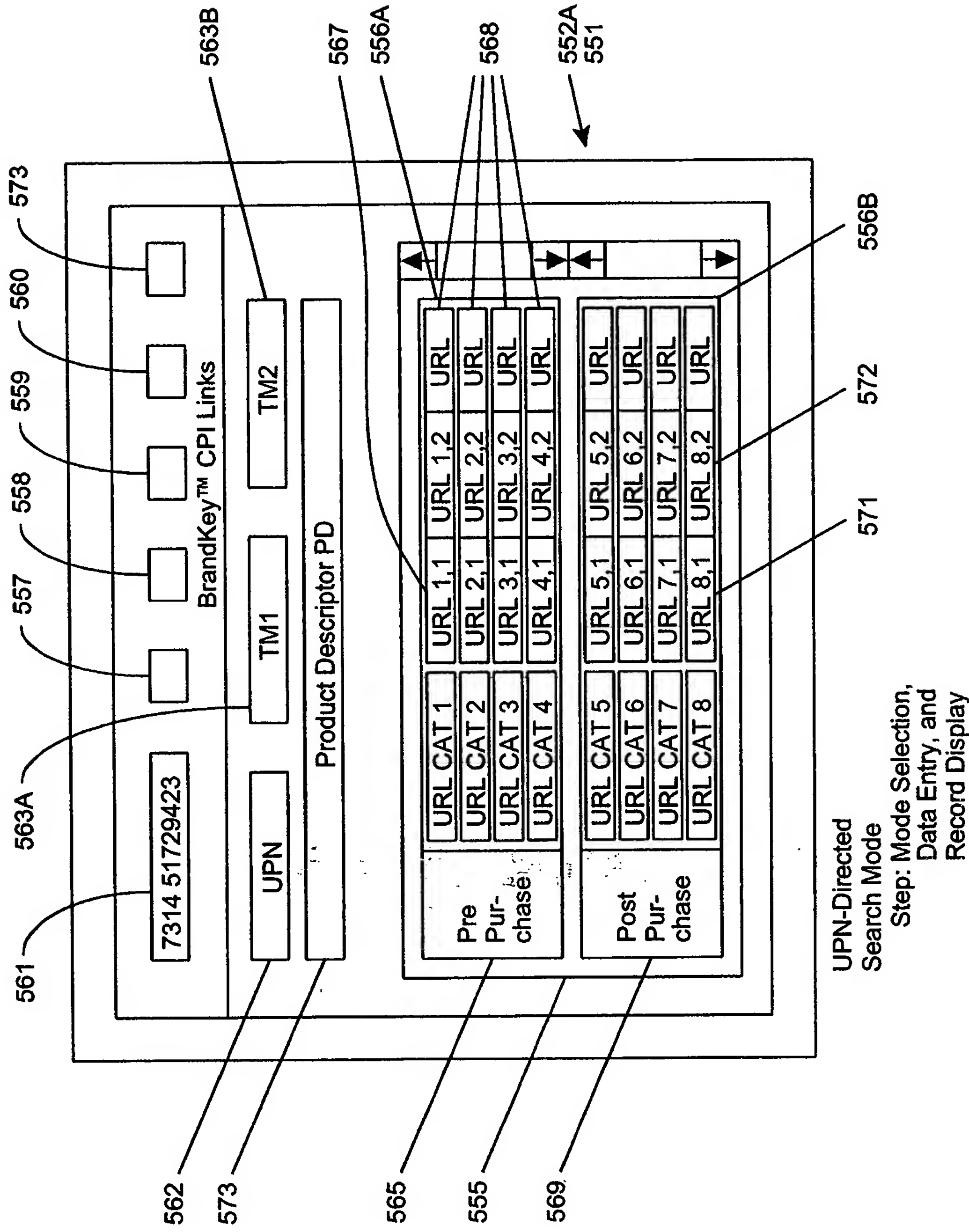
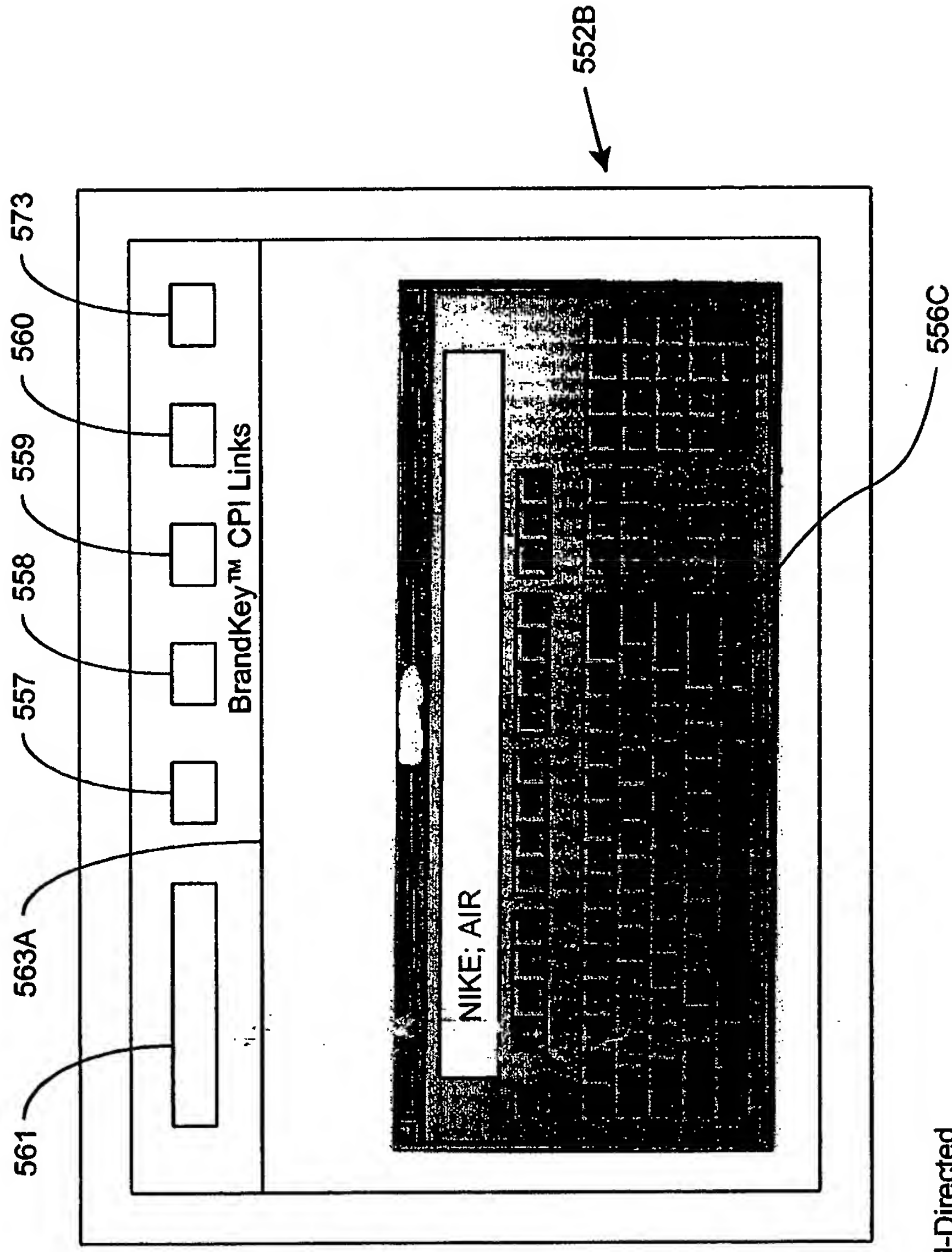


FIG. 18A

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TM-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18B1

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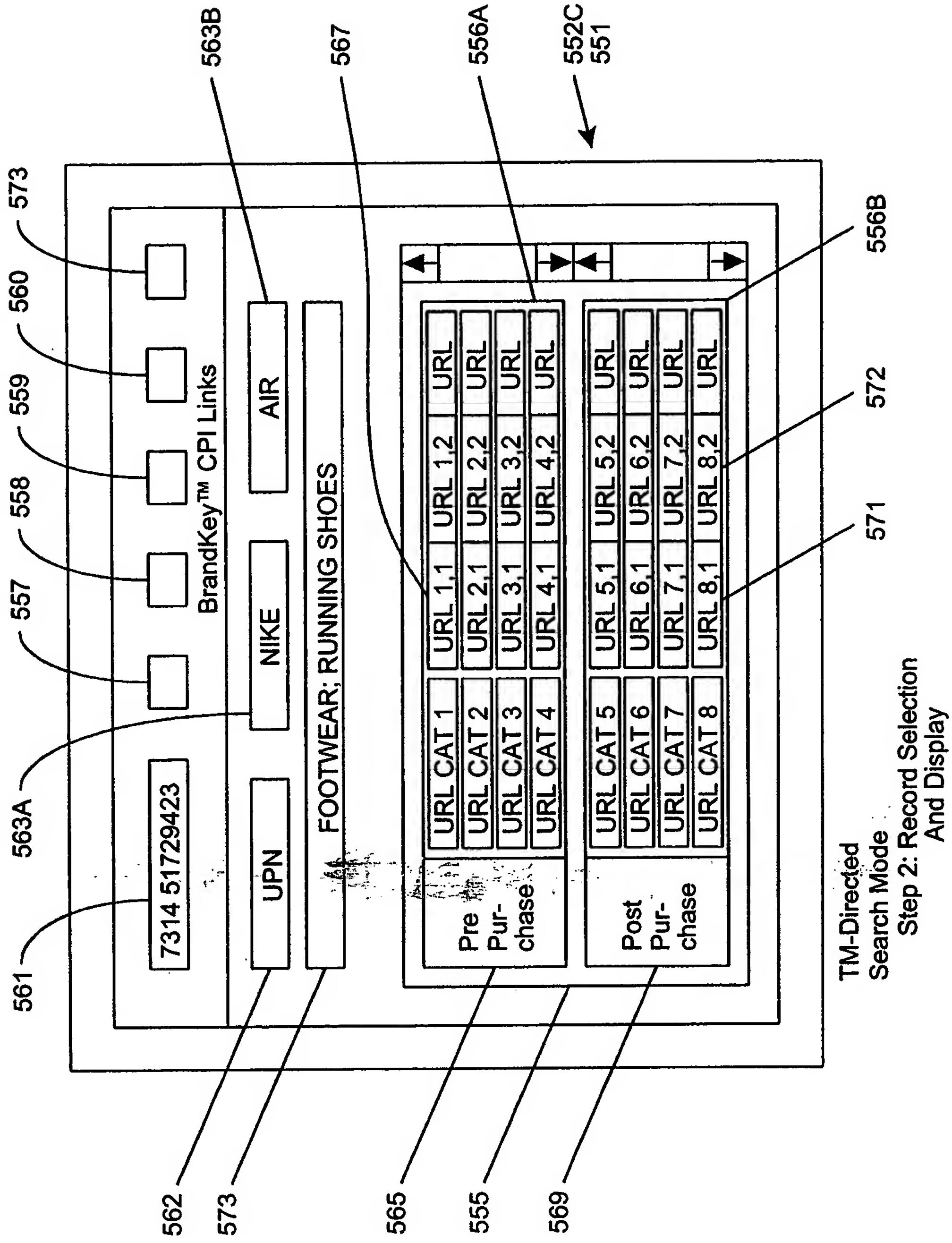
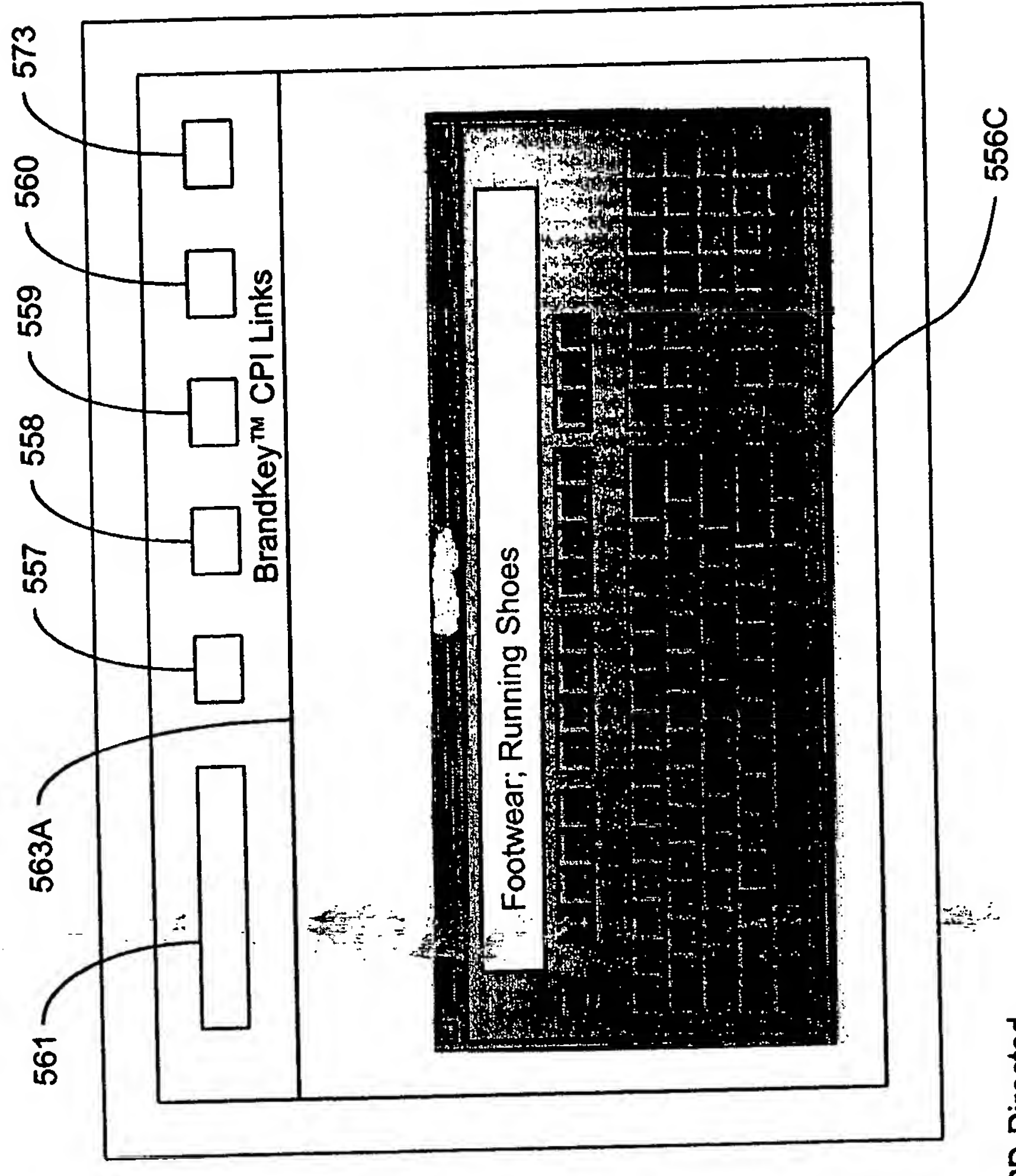


FIG. 18B2



PD-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18C1

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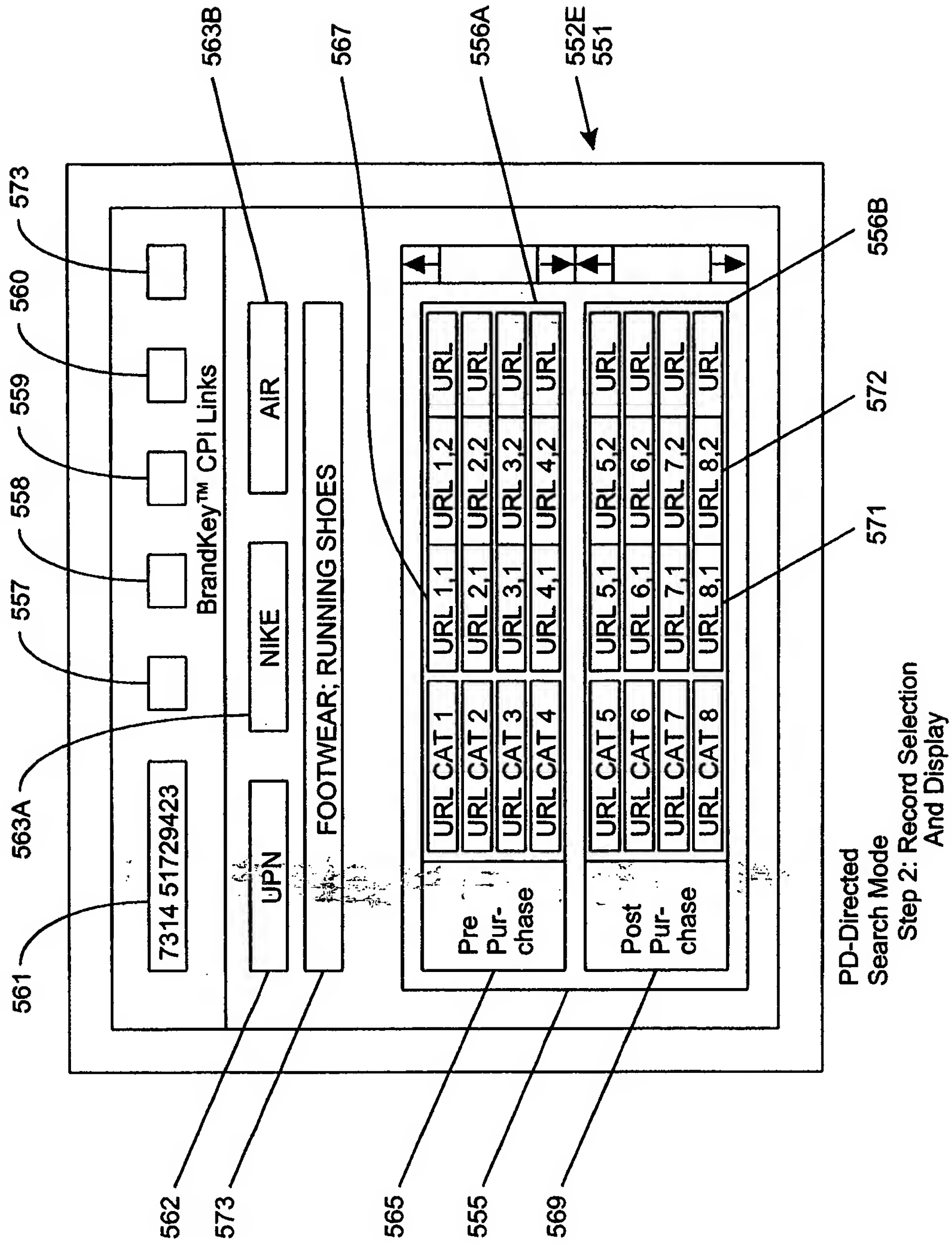


FIG. 18C2



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Modes Of Information Service In The CPI Kiosk Configuration, Deployment,  
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
  - Specify Location Of Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed CPI Kiosk
  - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed In Retailer E-Stores
  - Physical CPI Kiosks Deployed In Retailer P-Stores
  - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

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Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
  - Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
  - Specify Domain Of Virtual Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
  - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B

1A5/1046

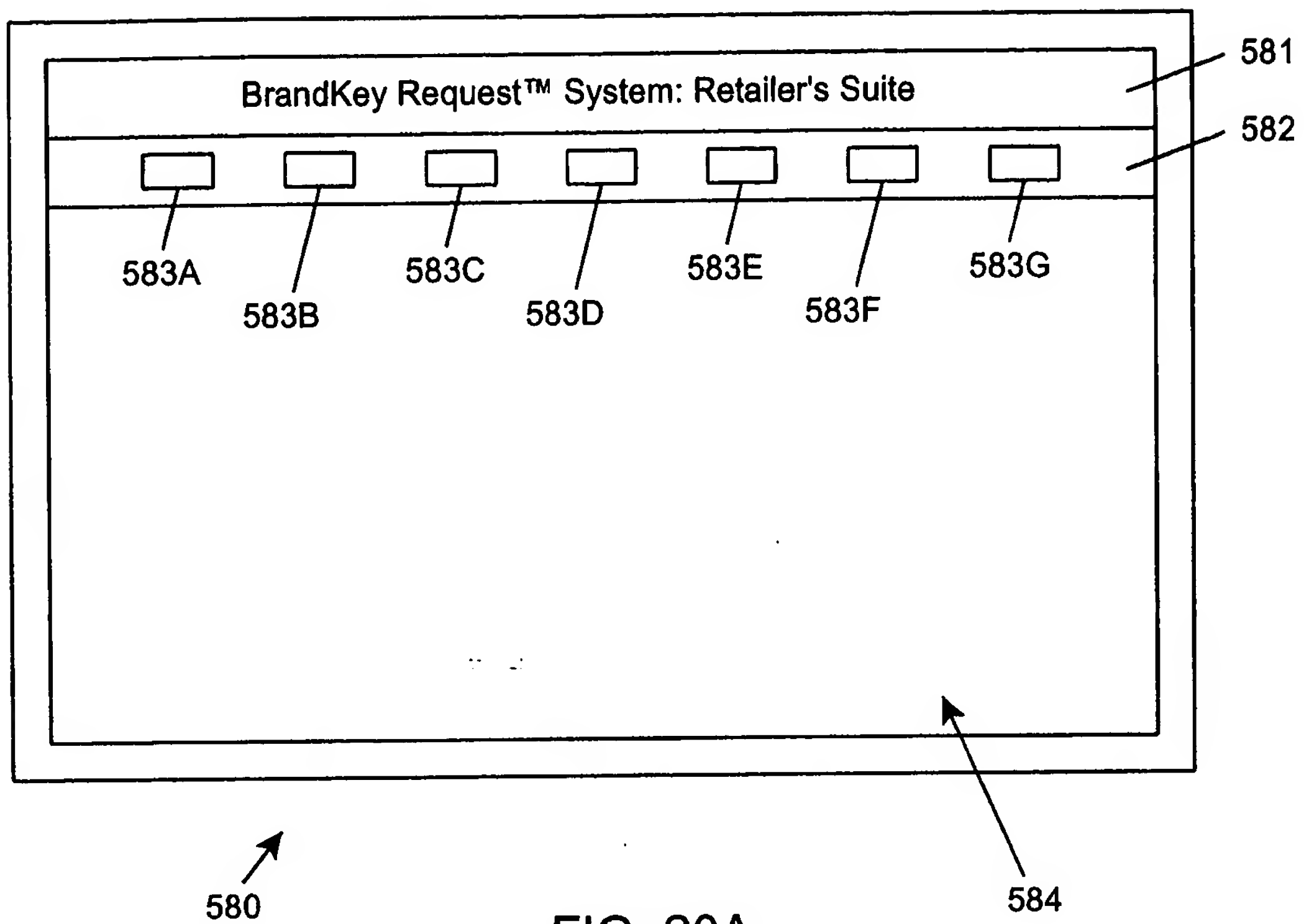


FIG. 20A

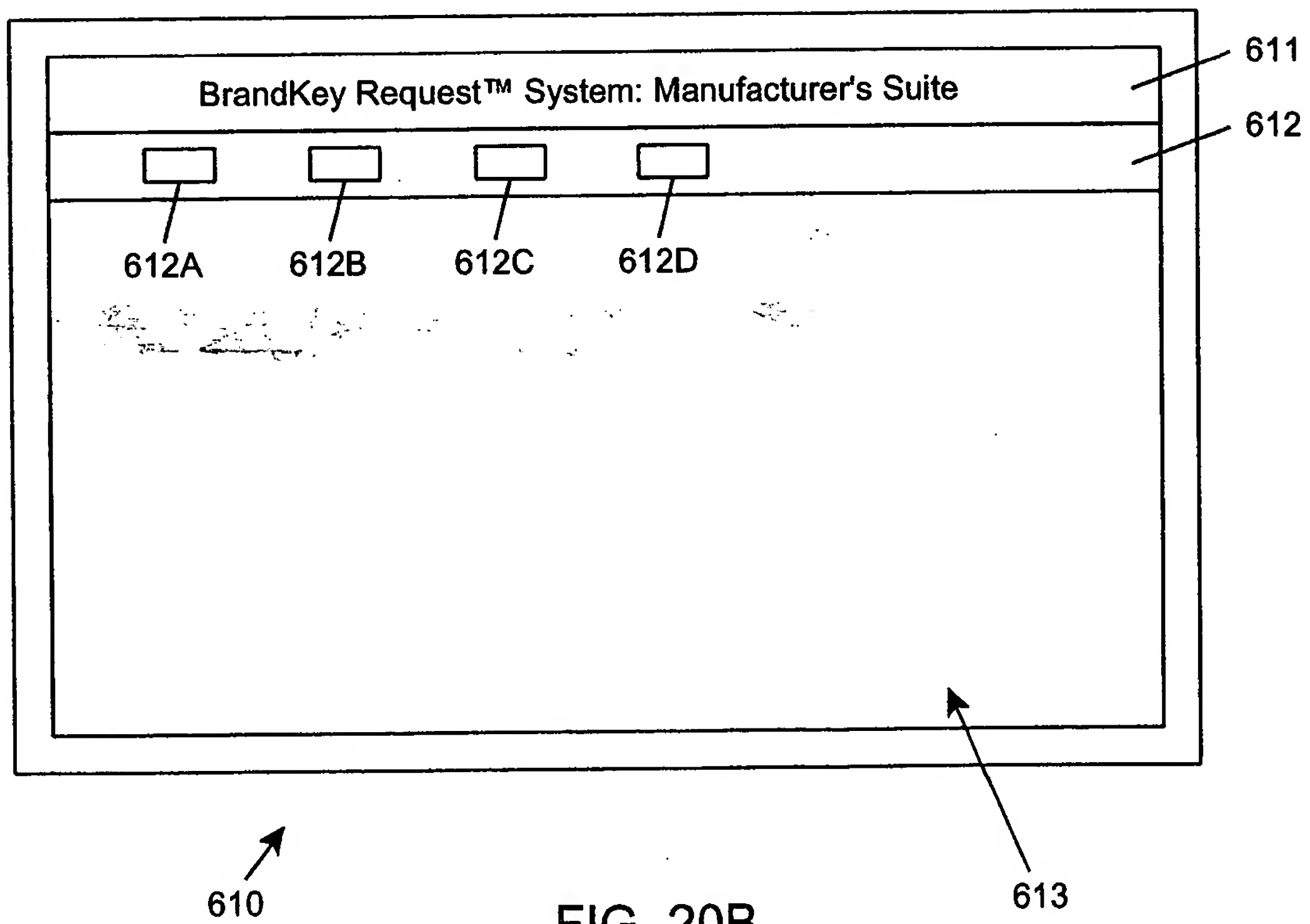


FIG. 20B

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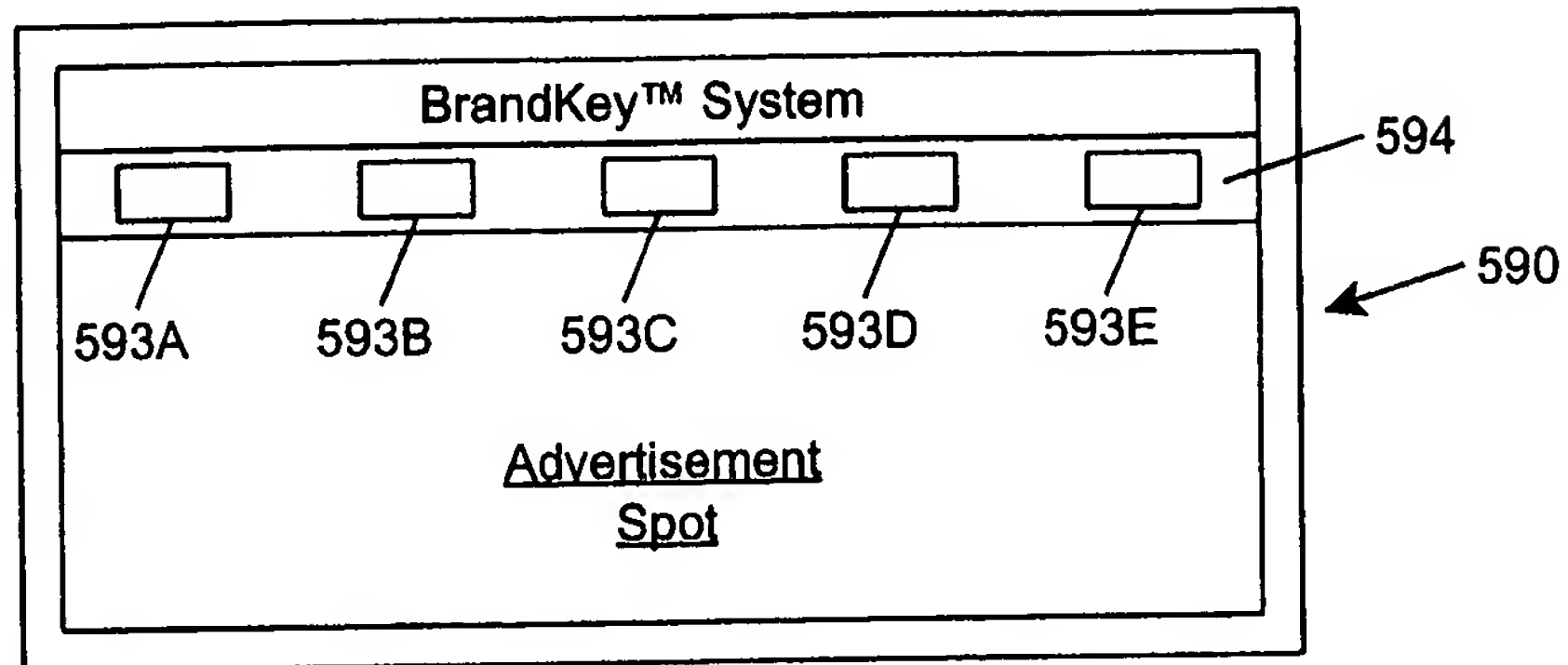


FIG. 21A

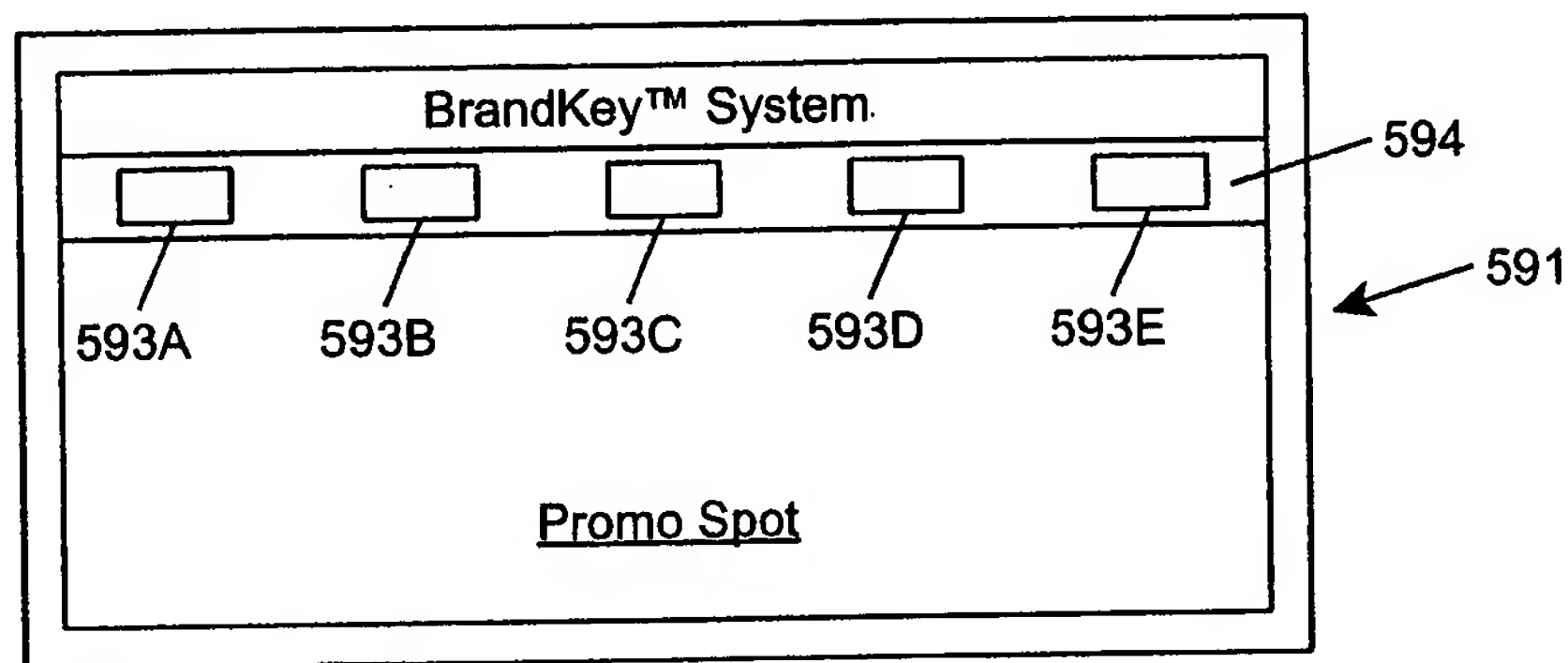


FIG. 21B

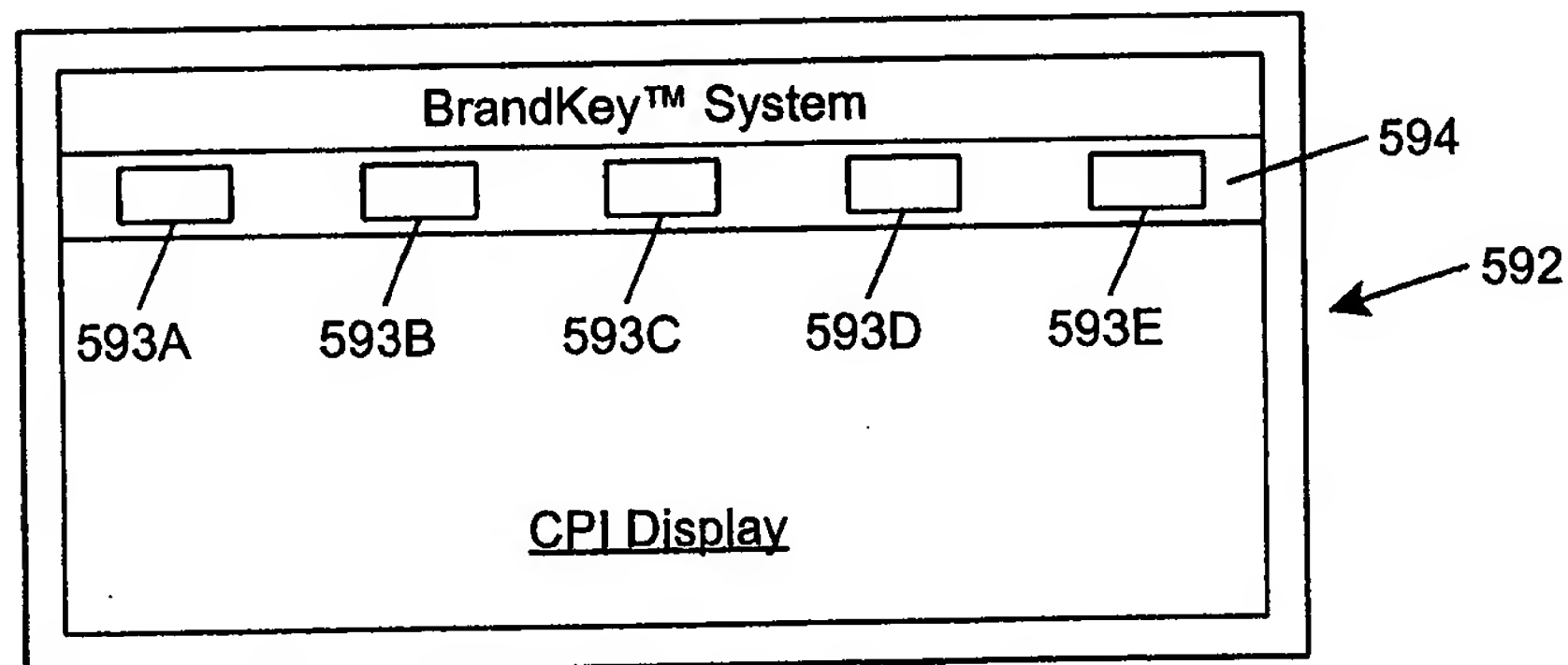


FIG. 21C

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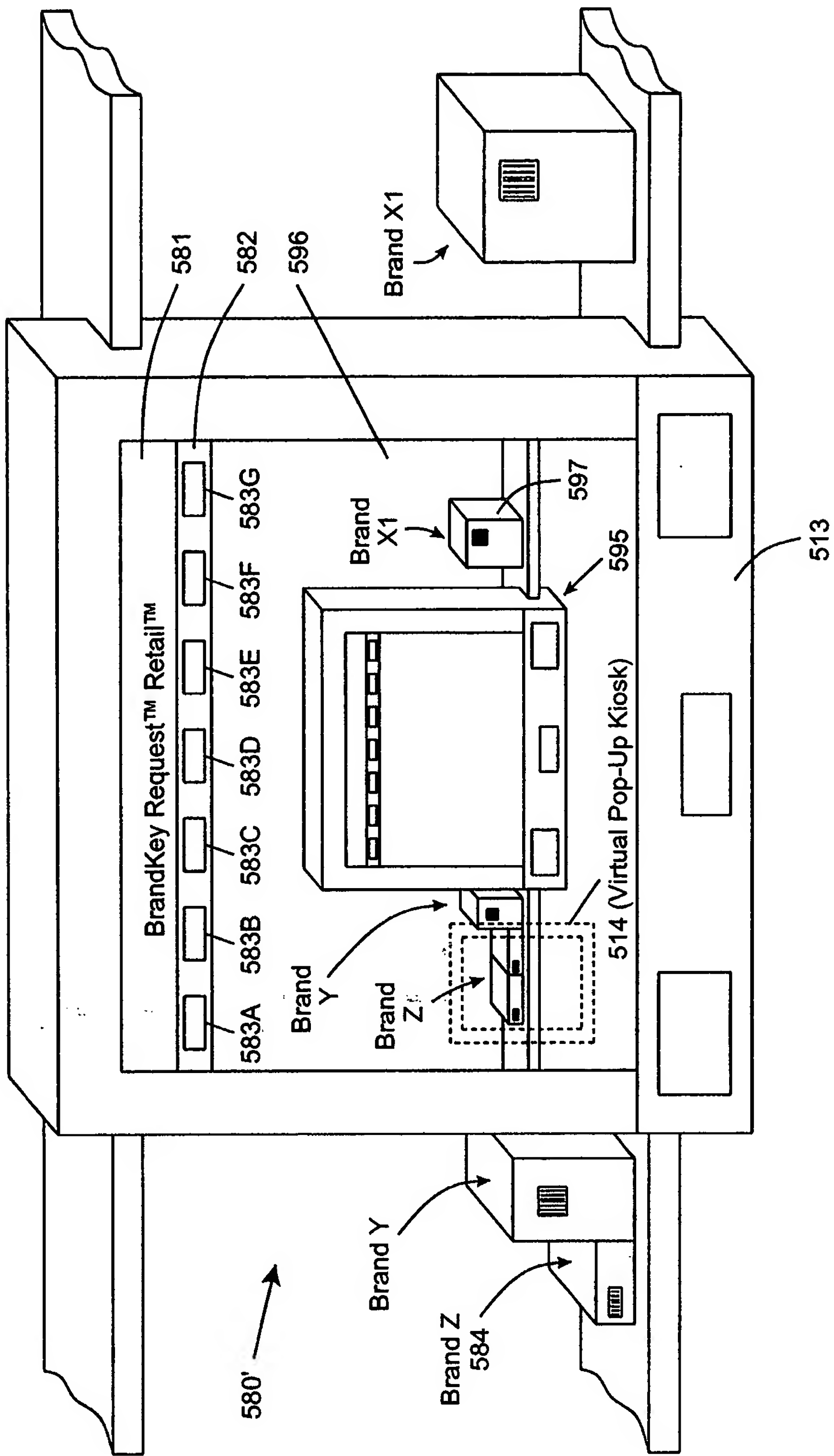


FIG. 22

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"Manufacturer Aisle/Shelf Right/Privilege Registration"

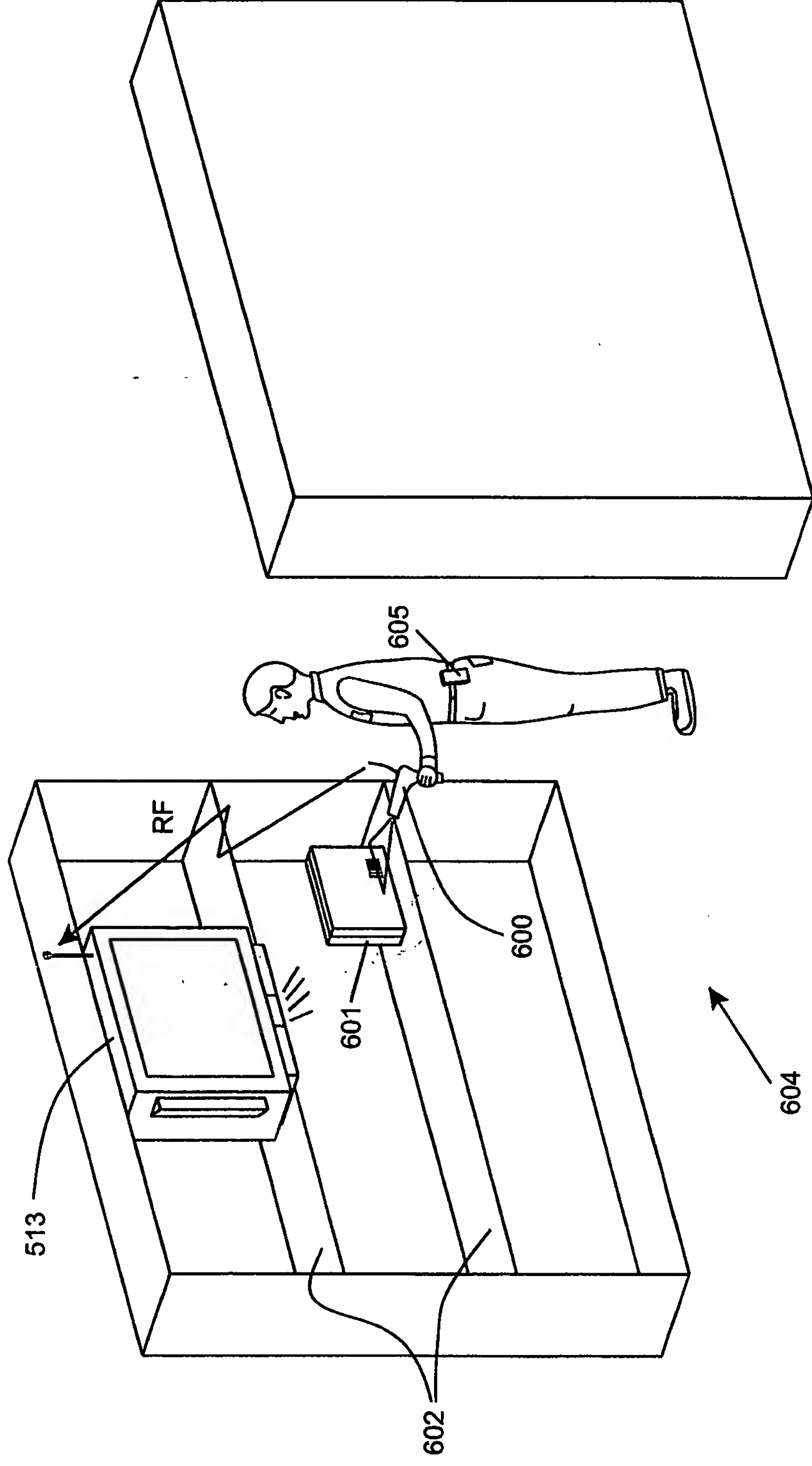


FIG. 23

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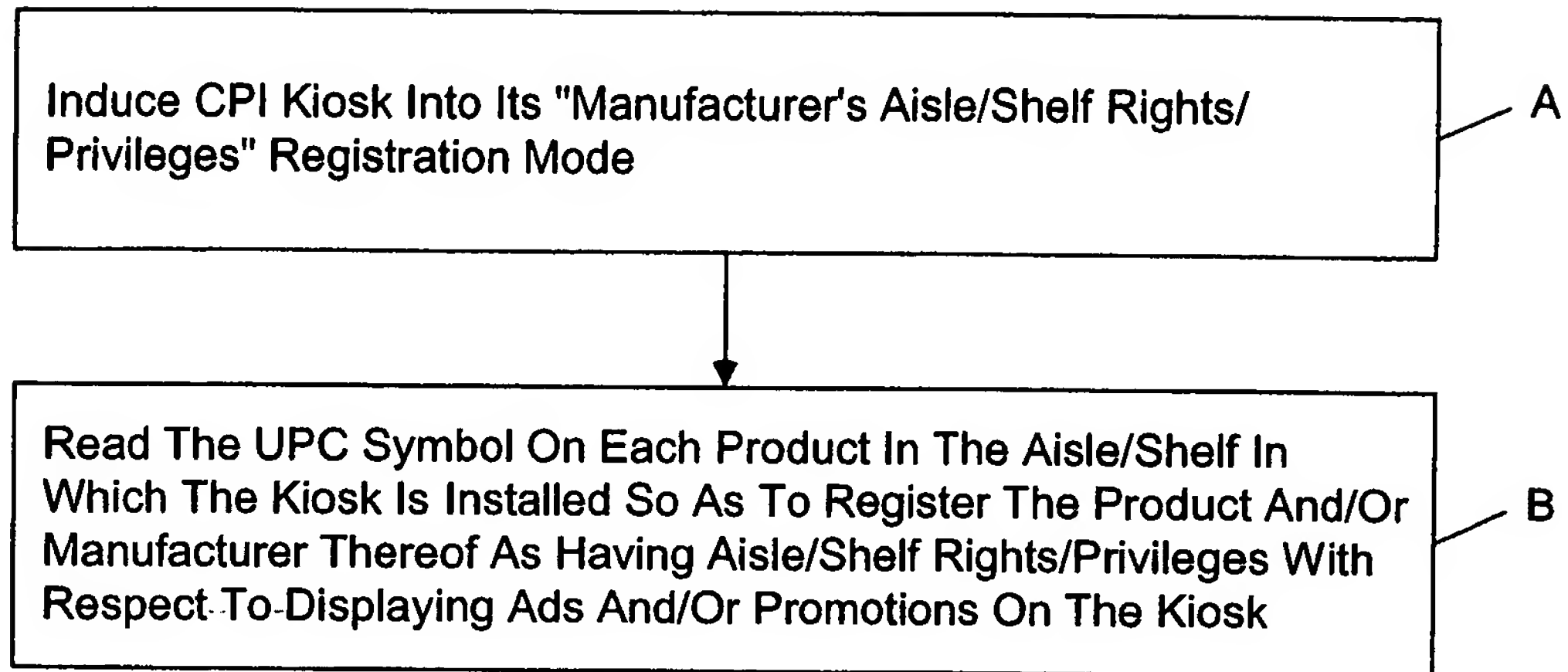


FIG. 24A

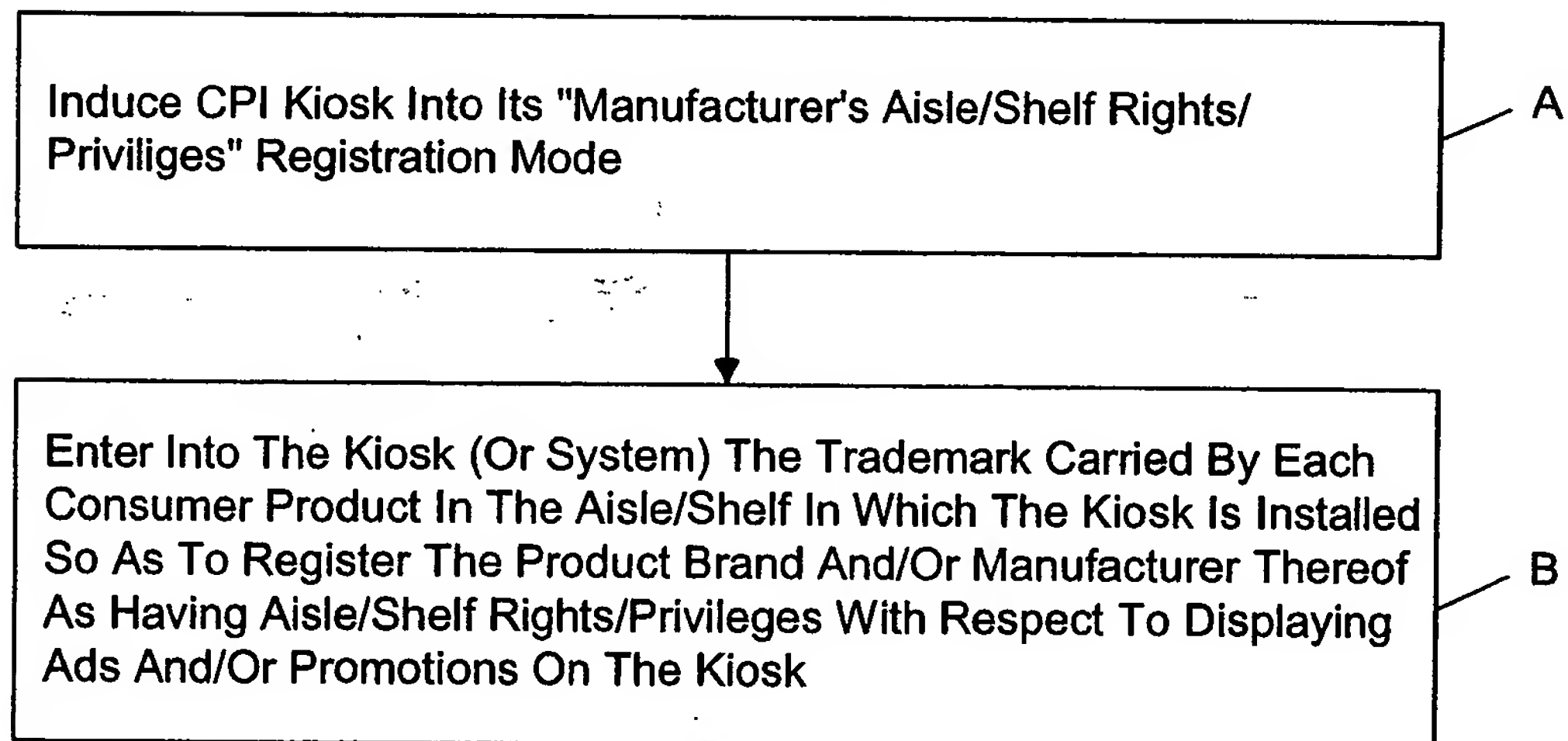


FIG. 24B



Data-Processing Method Carried Out On CPI Requests Made By  
Consumers From Physical Retailer-Based CPI Kiosks In Accordance  
With The Principles Of The Present Invention

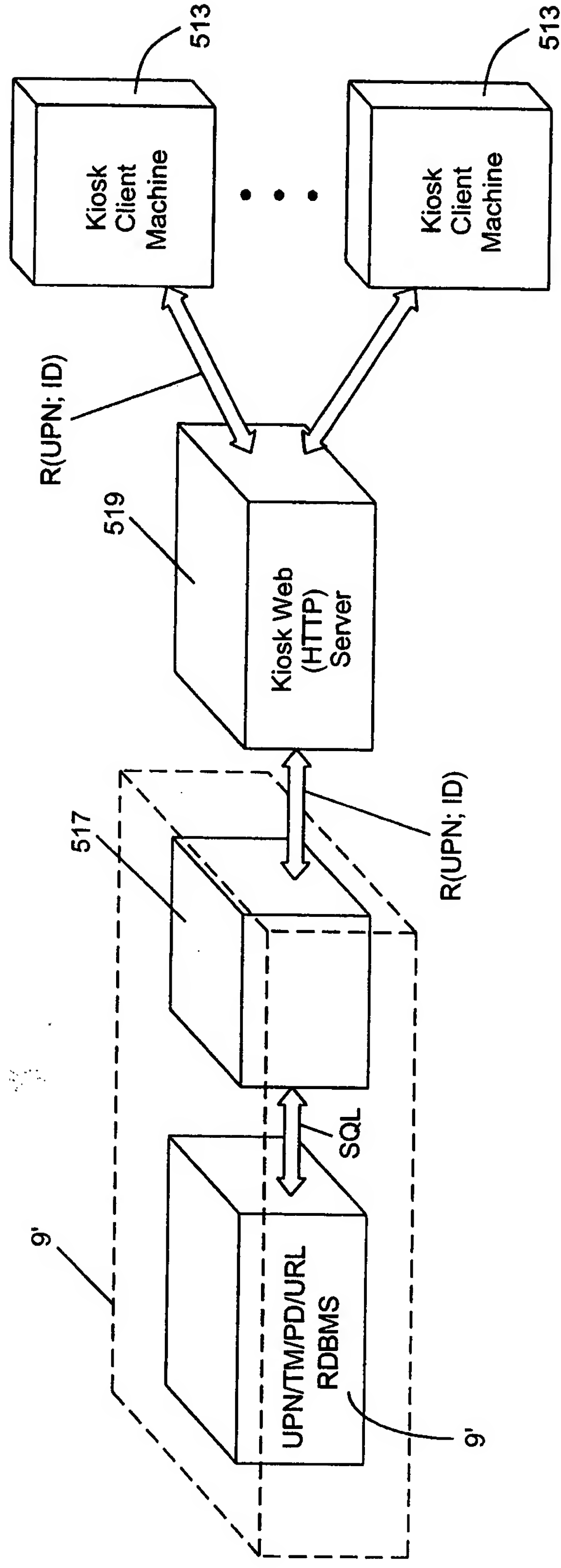


FIG. 25

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Data Filtering On CPI Requests Made From Physical  
Kiosks Deployed In A Retailers Store

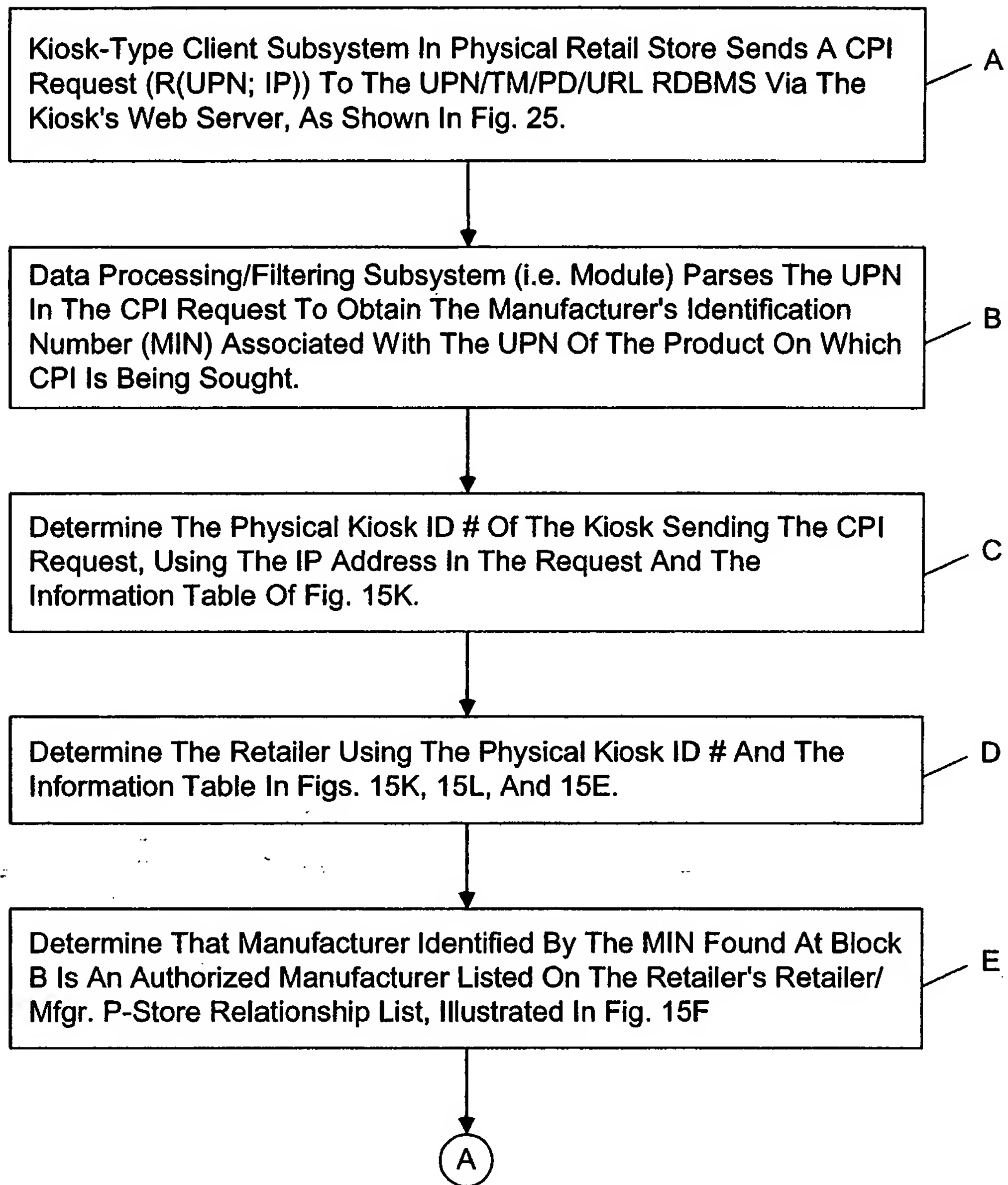


FIG. 26A

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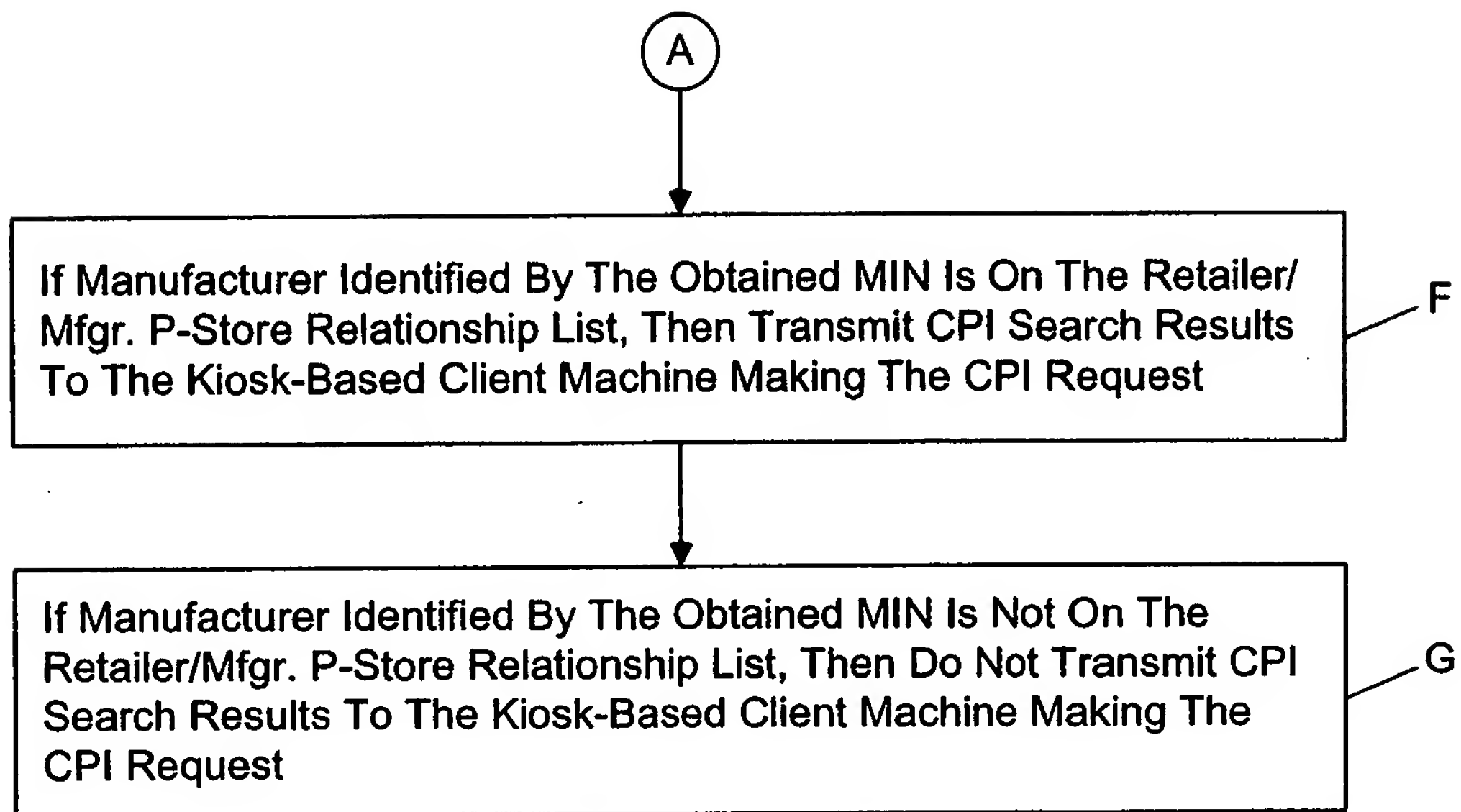


FIG. 26B

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Virtual-Type Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

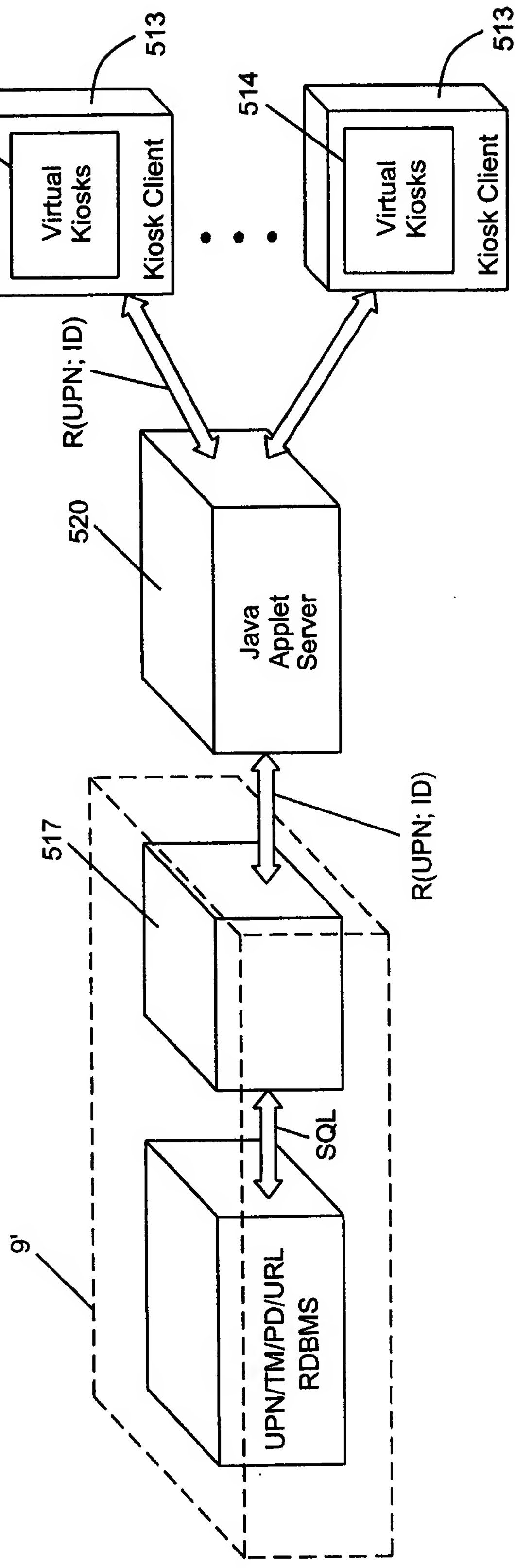


FIG. 27

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Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)  
Kiosks Deployed At An E-Tailers WWW Site Or E-Store

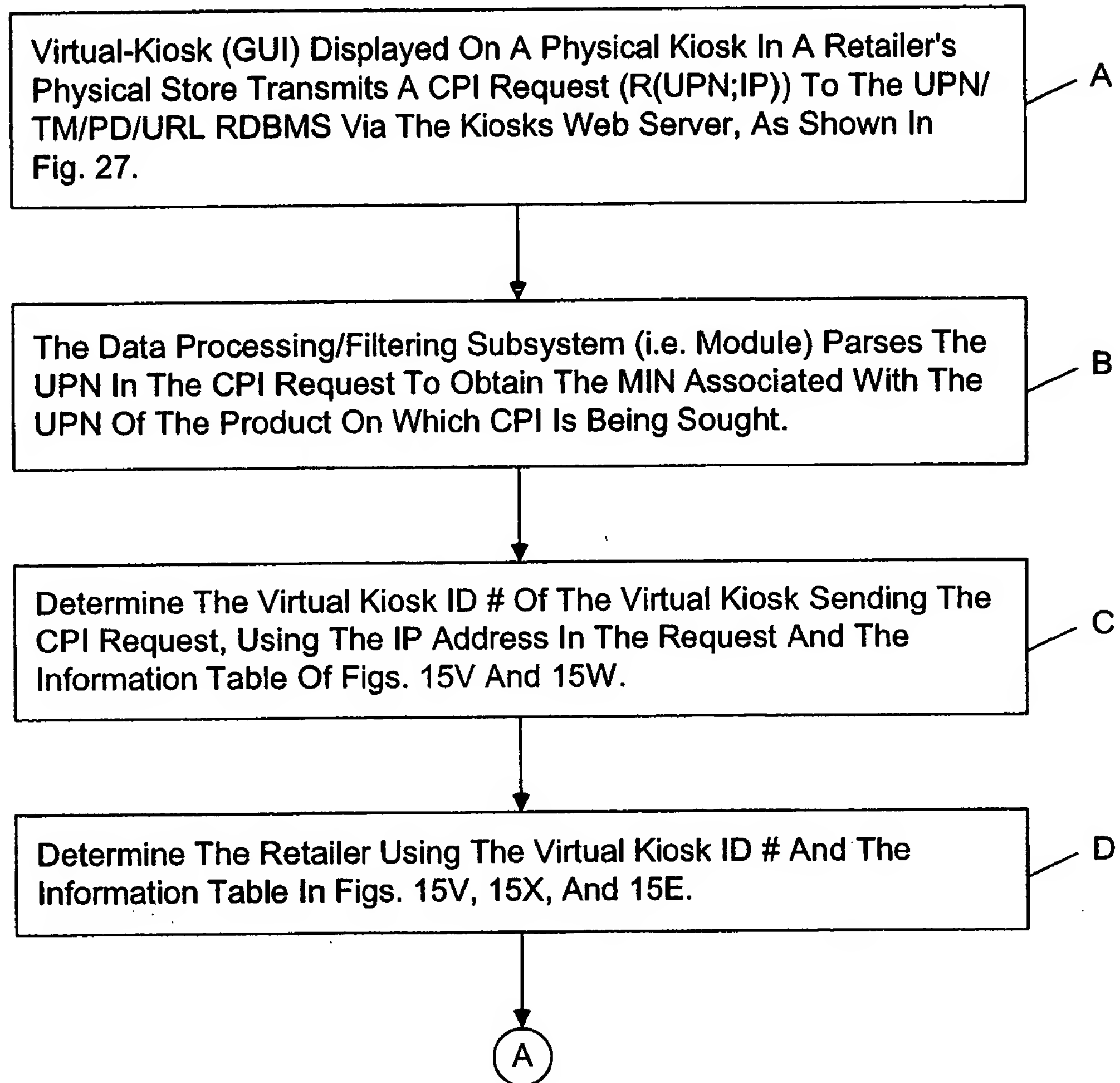


FIG. 28A

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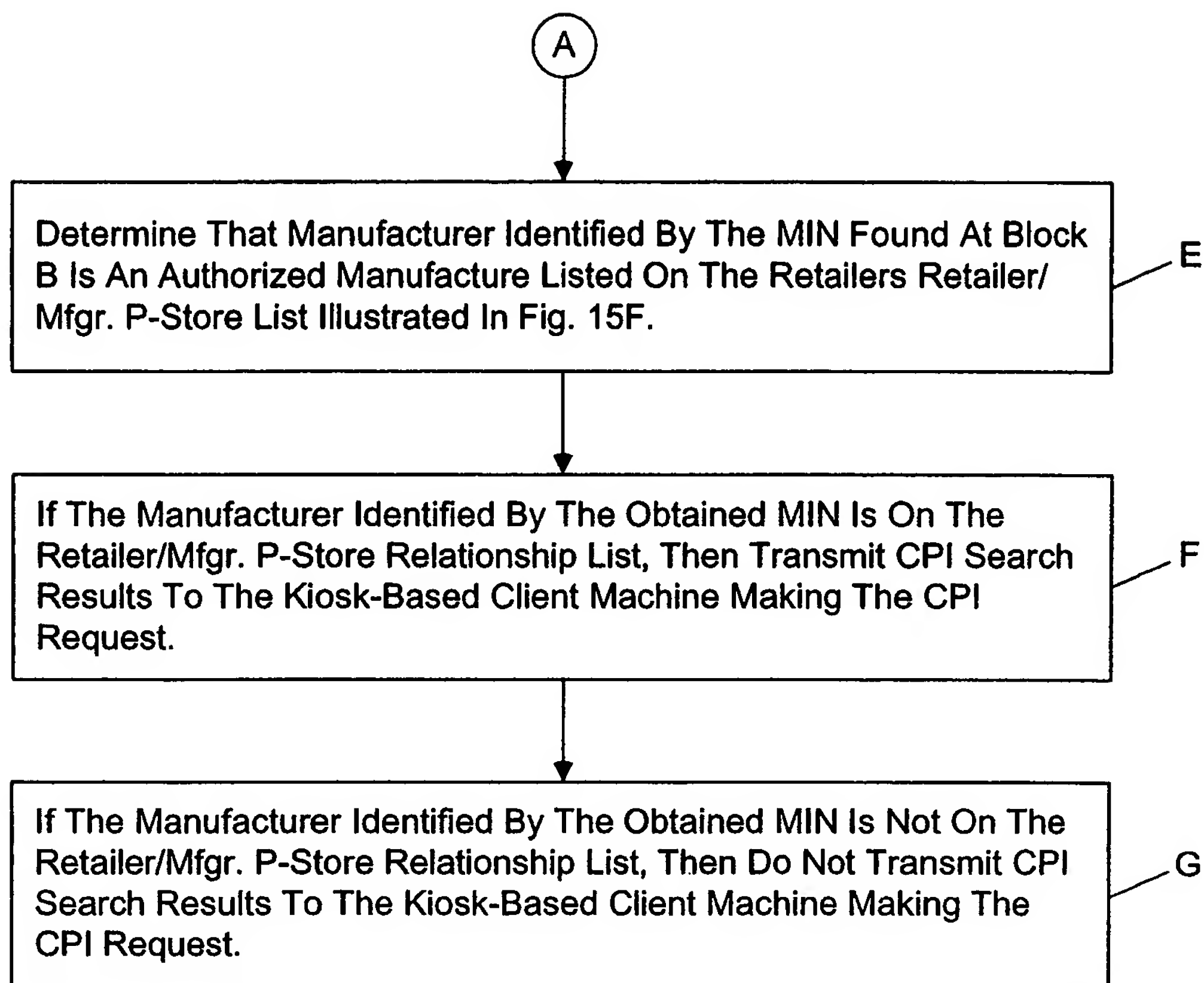


FIG. 28B

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Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29



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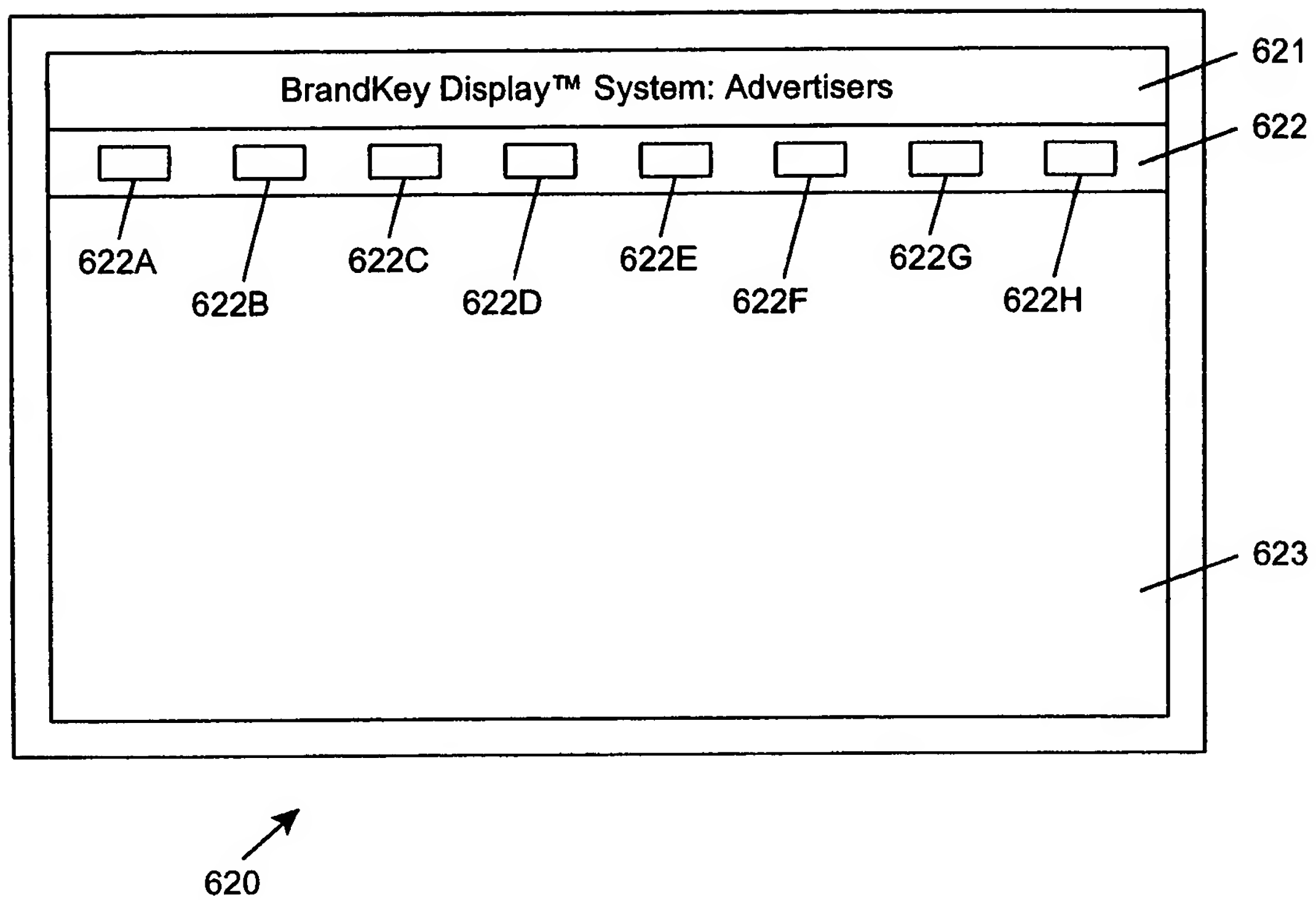


FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

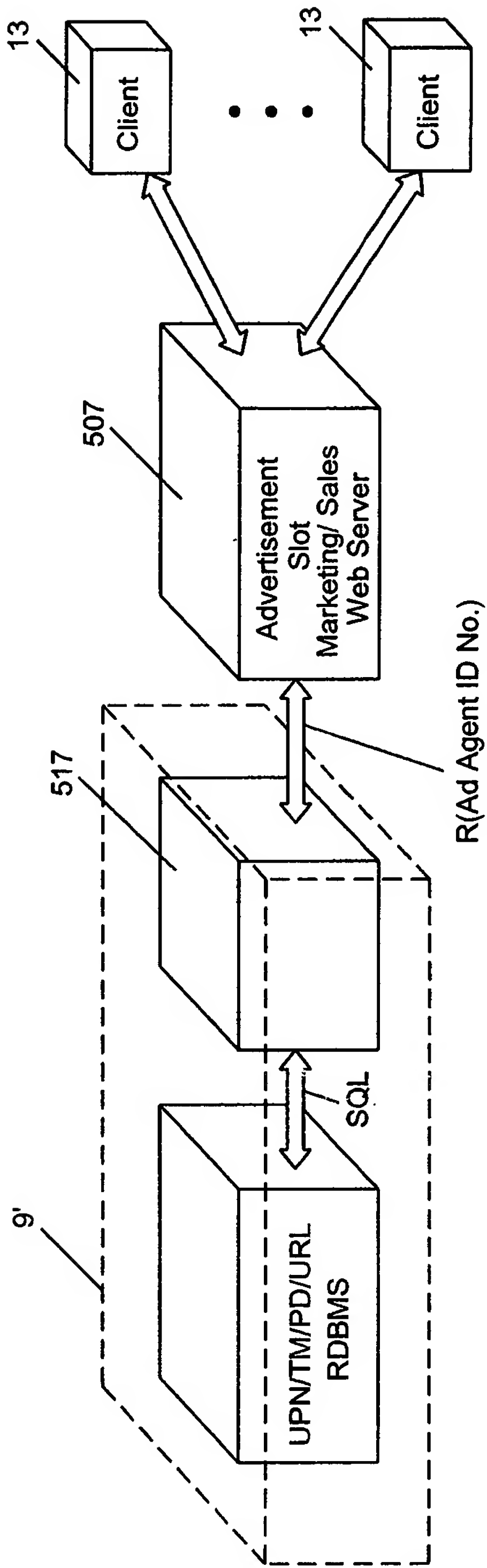


FIG. 31

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Data Processing Method For Generating A General Kiosk  
Advertising Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Advertiser Is  
Authorized By Retailers To Place Ad Spot Orders For  
Execution And Display

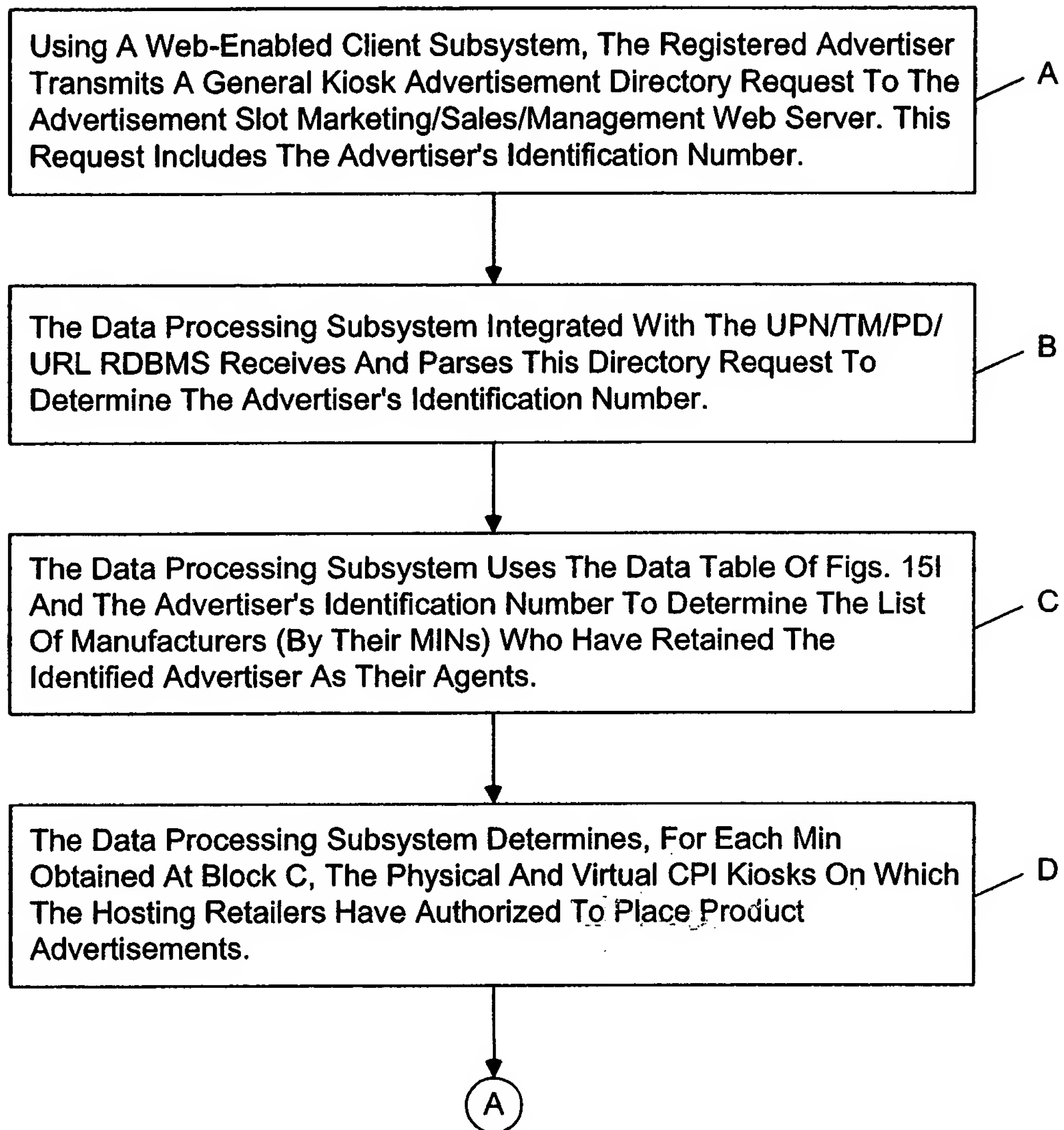


FIG. 32A

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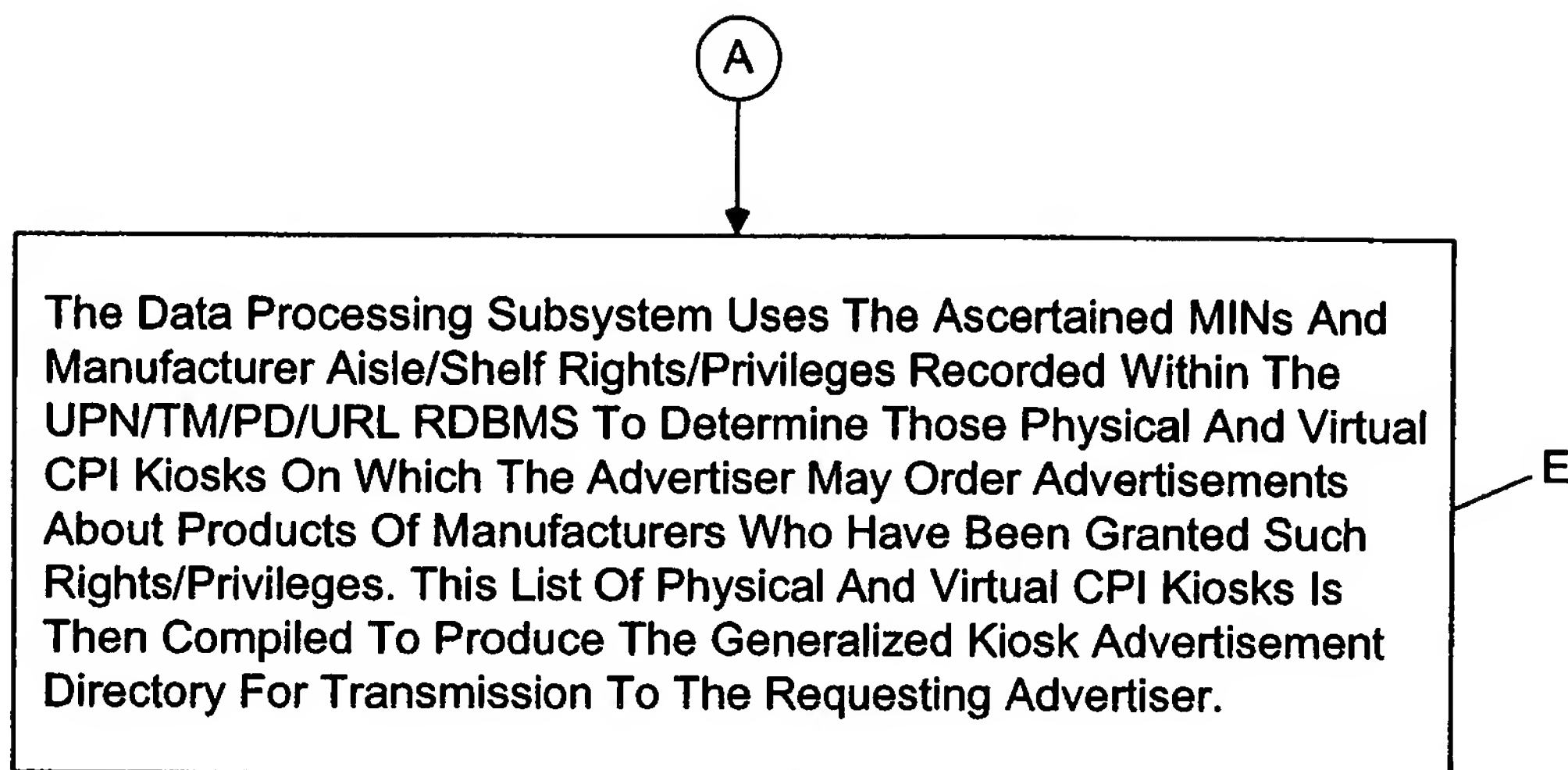


FIG. 32B

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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisement Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

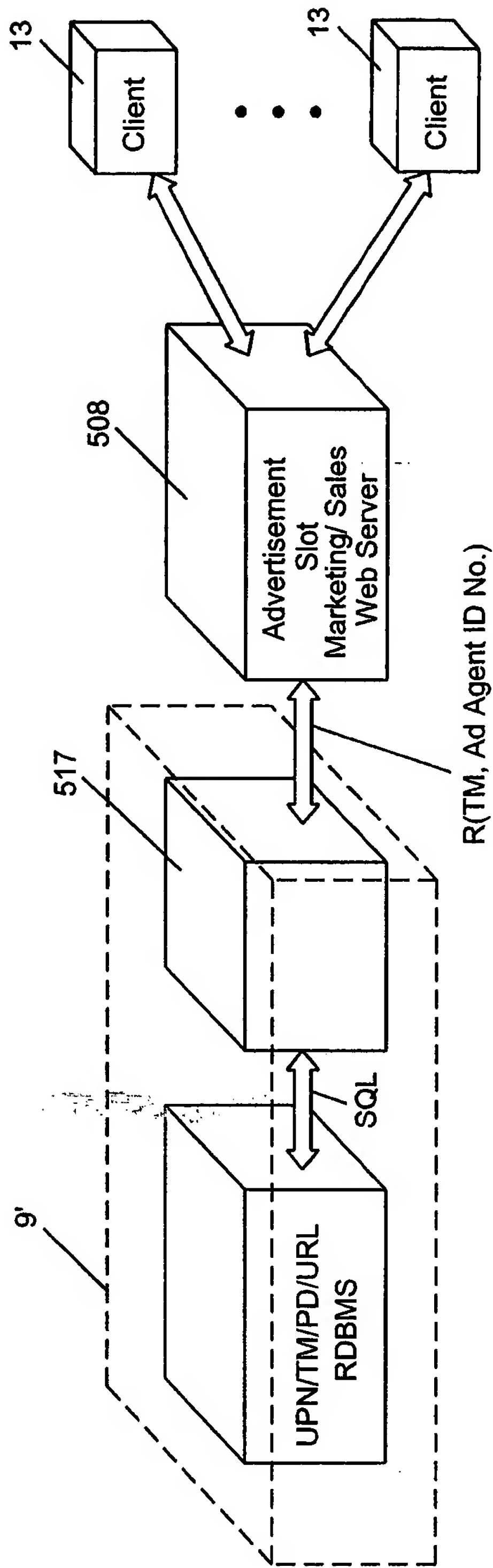


FIG. 33

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Data Processing Method For Generating A Brand Kiosk  
Advertising Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Advertiser Is  
Authorized By Retailers To Place Ad Spot Orders  
For Execution And Display

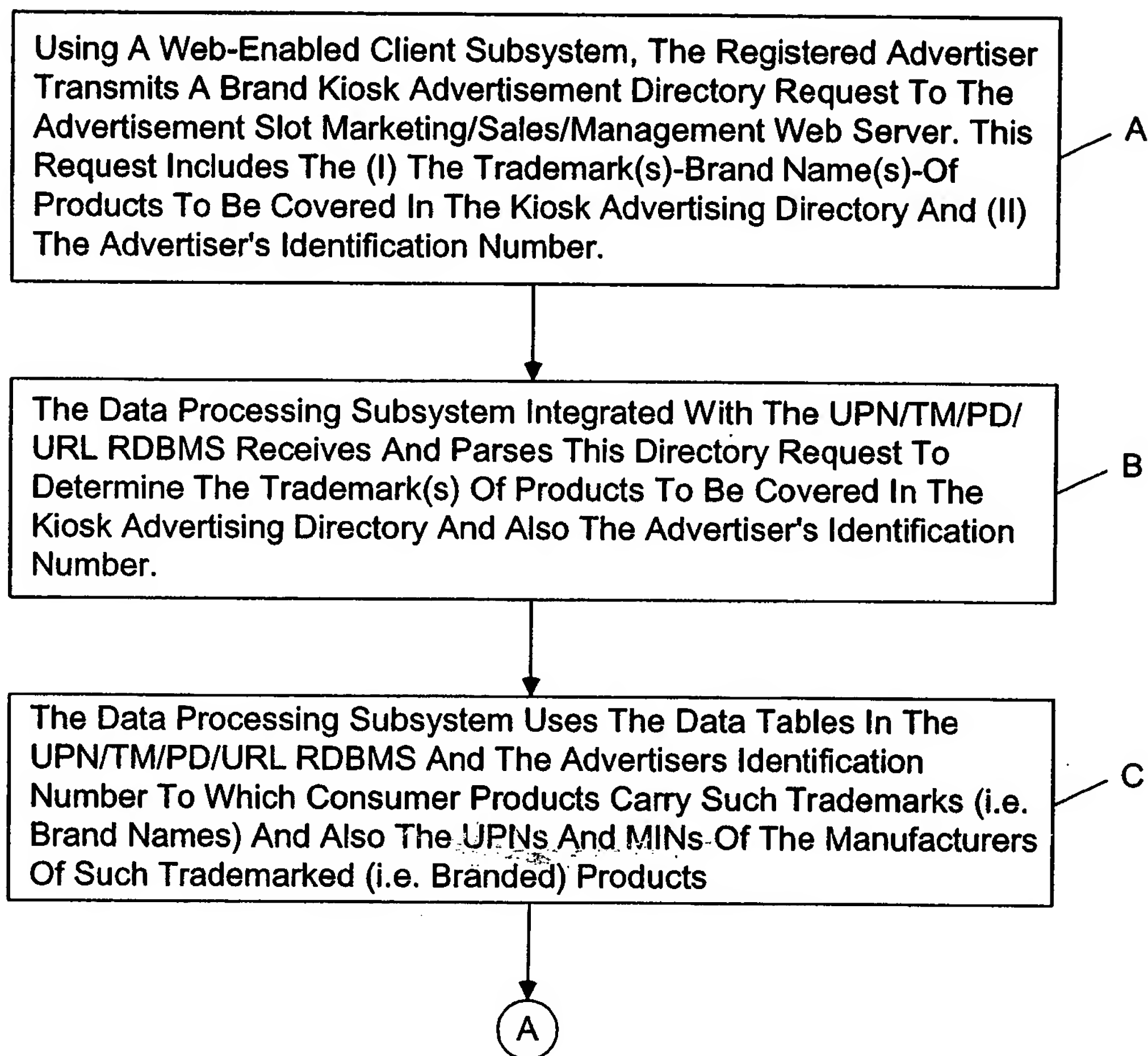


FIG. 34A

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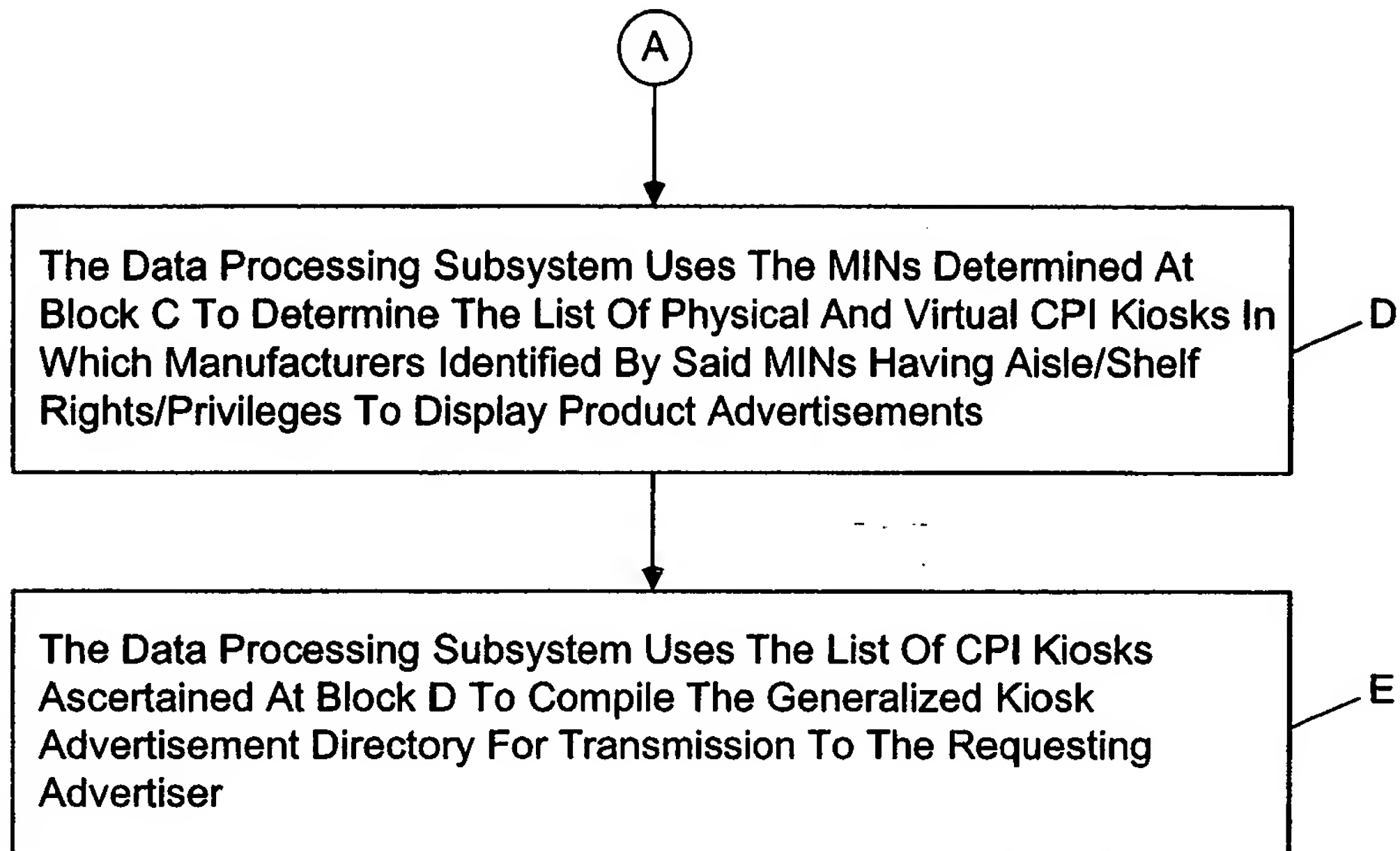


FIG. 34B



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Modes of Information Service in the Consumer Product Promotion Marketing,  
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

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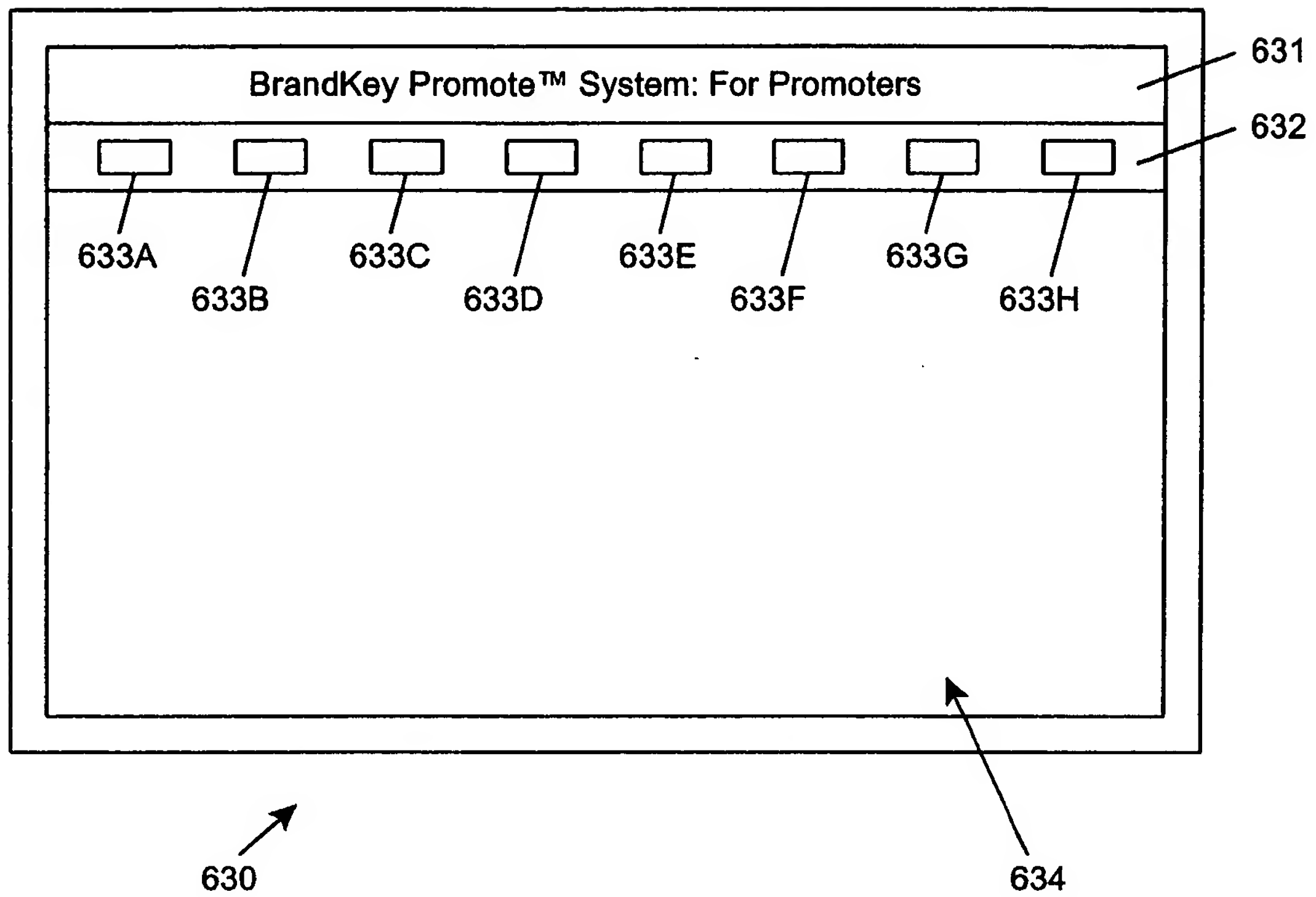


FIG. 36

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

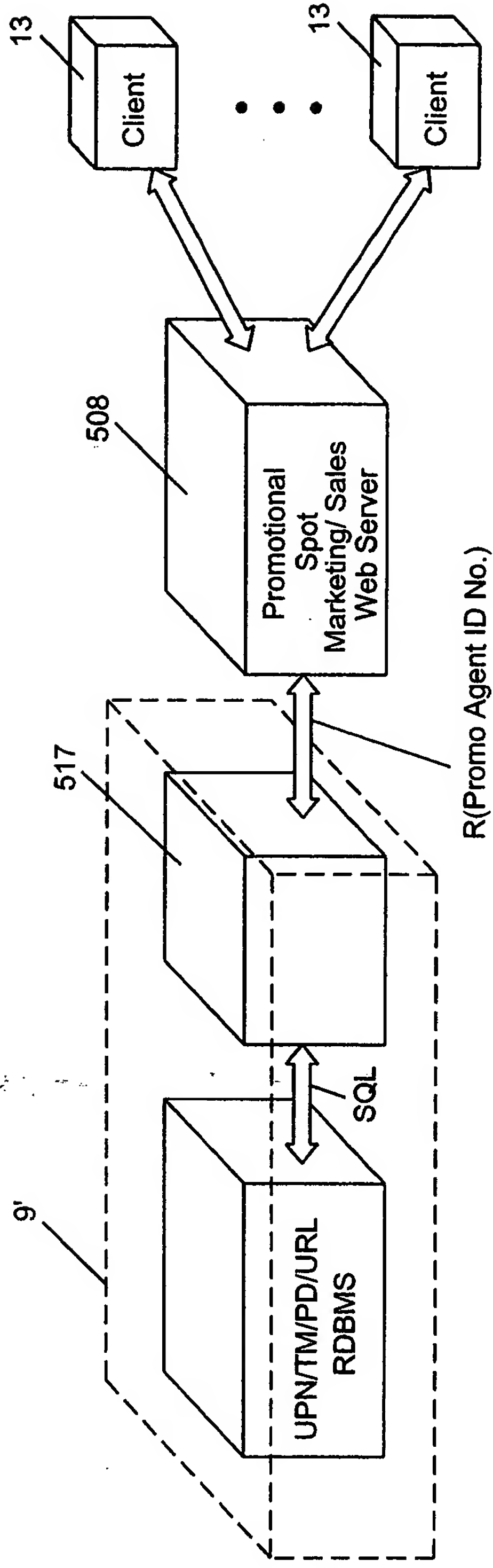


FIG. 37

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Data Processing Method For Generating A General Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promo Spot Orders  
For Execution And Display

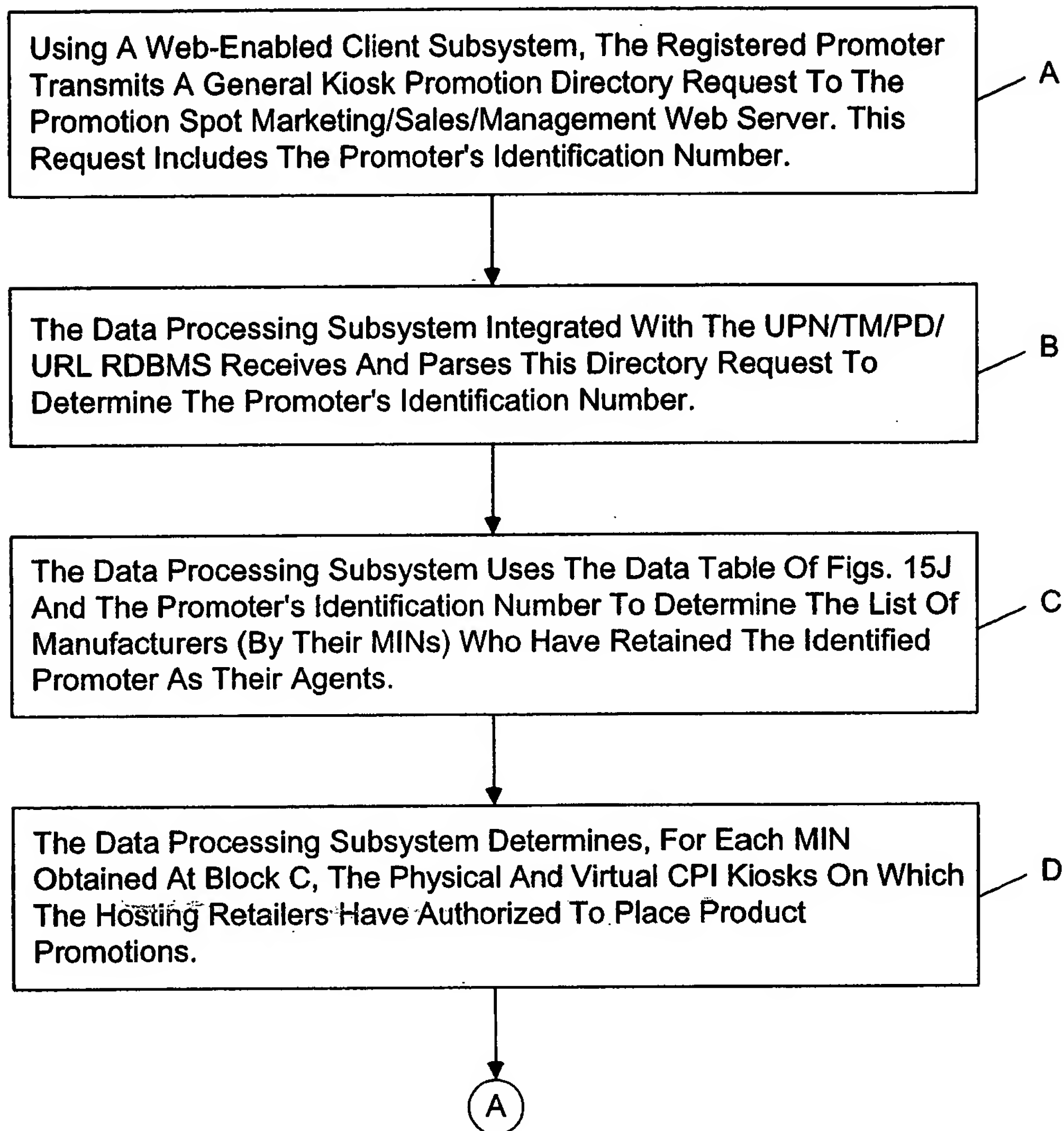


FIG. 38A

100/1046

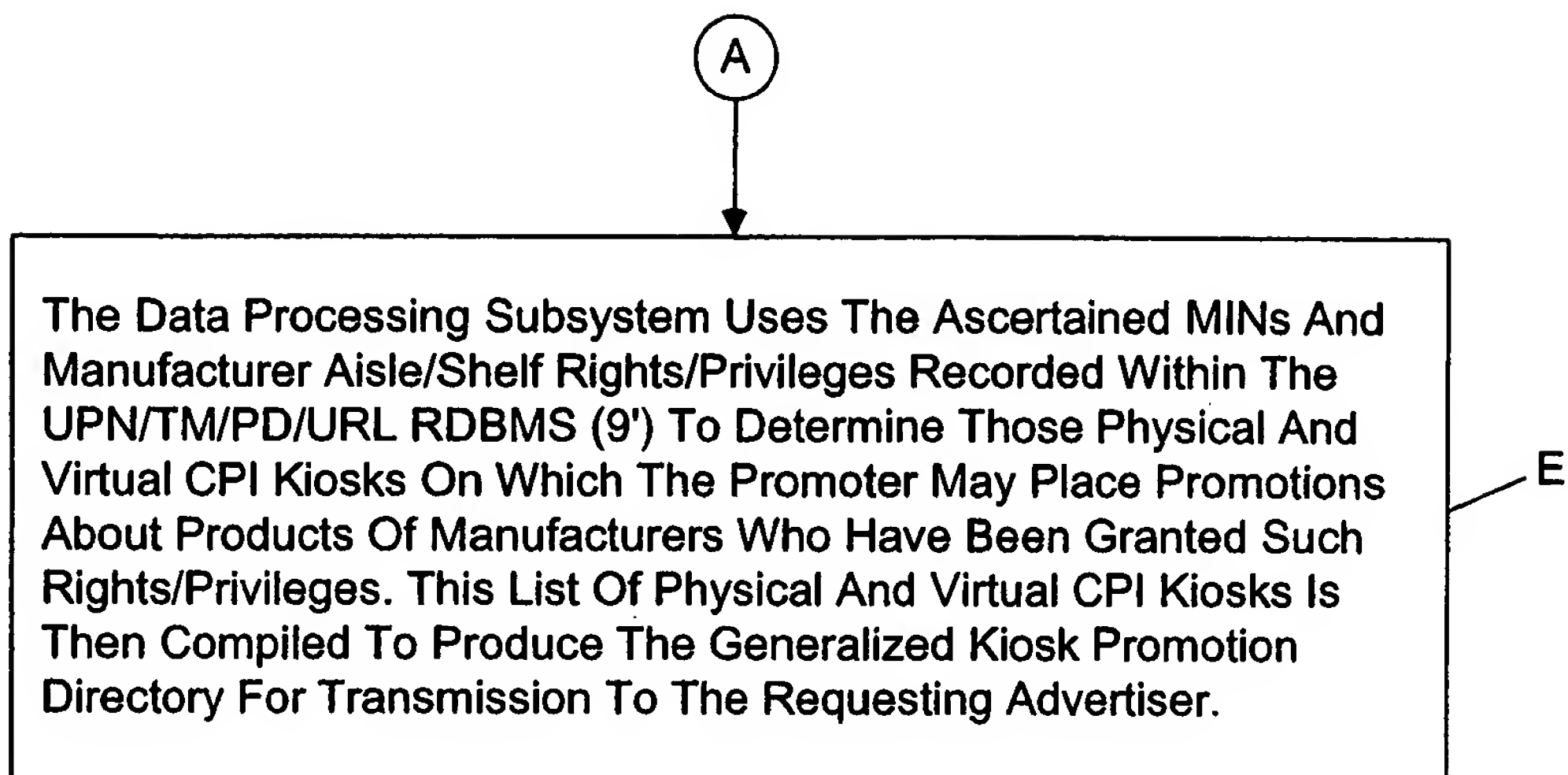


FIG. 38B

Data-Processing Method Applied During The Generation Of A  
 Kiosk Promotion Directory Identifying A Deployed Network Of  
 Physical And Virtual Types Of Retailer-Based CPI Kiosks On  
 Which A Particular Promoter Or Promotional Agent Is Authorized  
 By Kiosk-Hosting Retailers To Display Product Promotions  
 Regarding A Particular Brand Of UPN-Indexed Consumer Product  
 In Accordance With The Principles Of The Present Invention

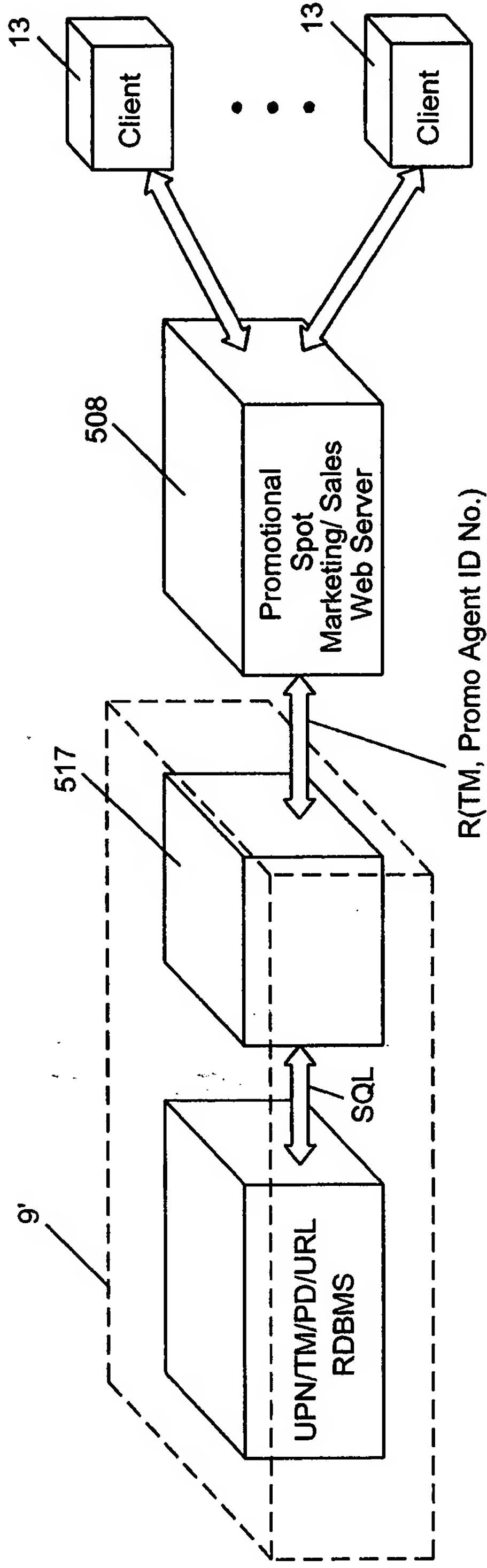


FIG. 39

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Data Processing Method For Generating A Brand Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promotion Spot Orders For  
Execution And Display

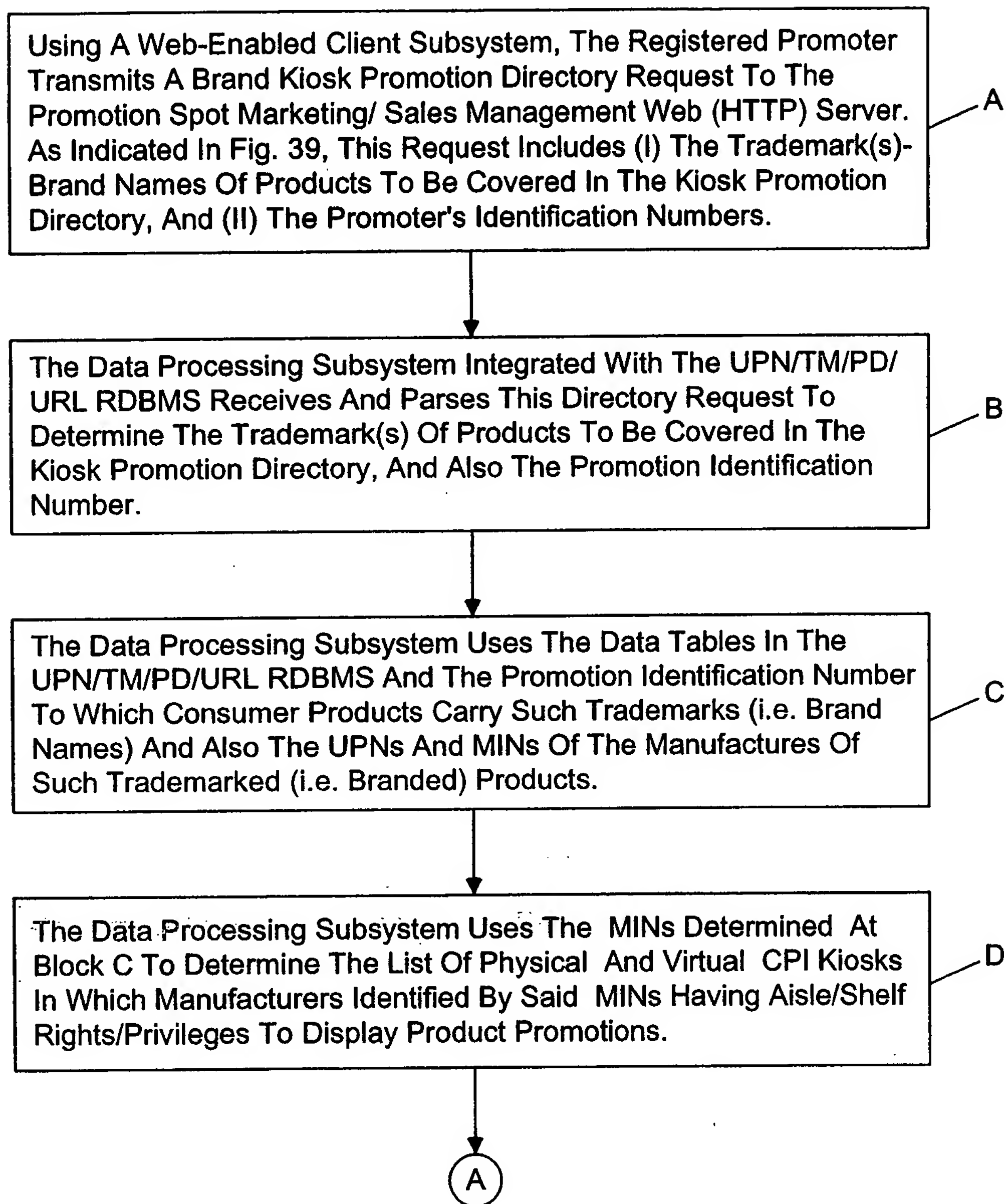


FIG. 40A



171/1046

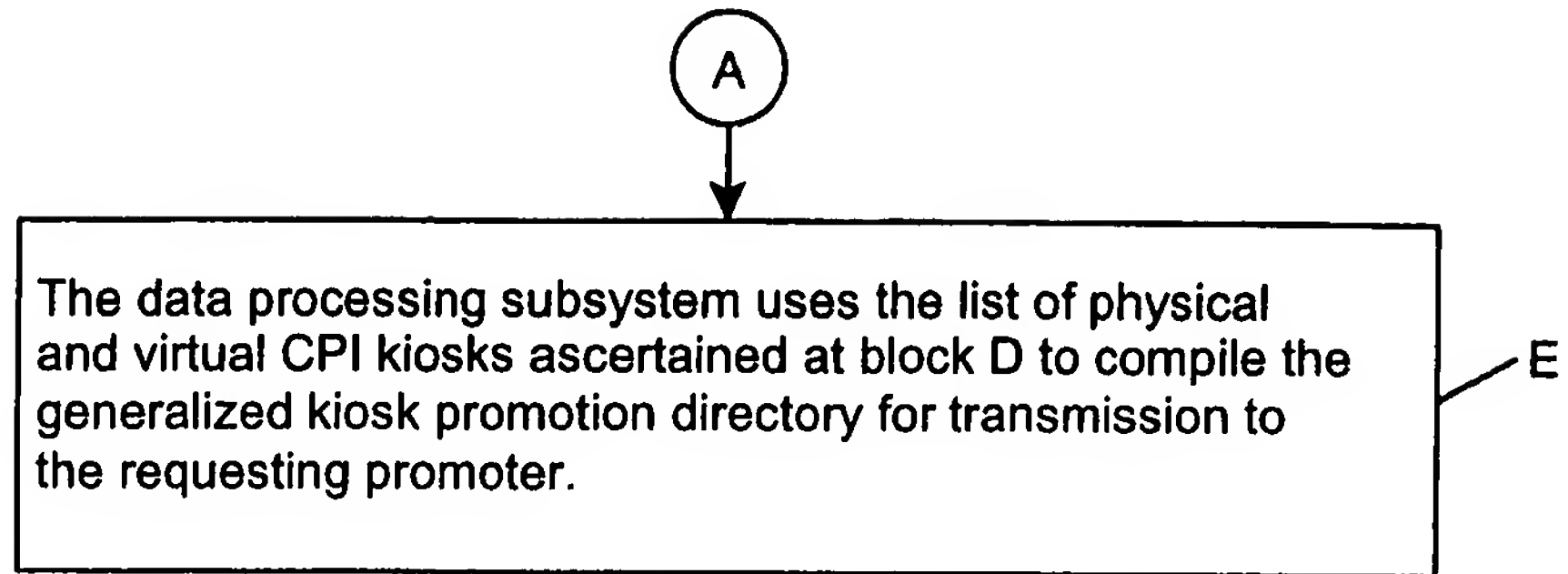


FIG. 40B

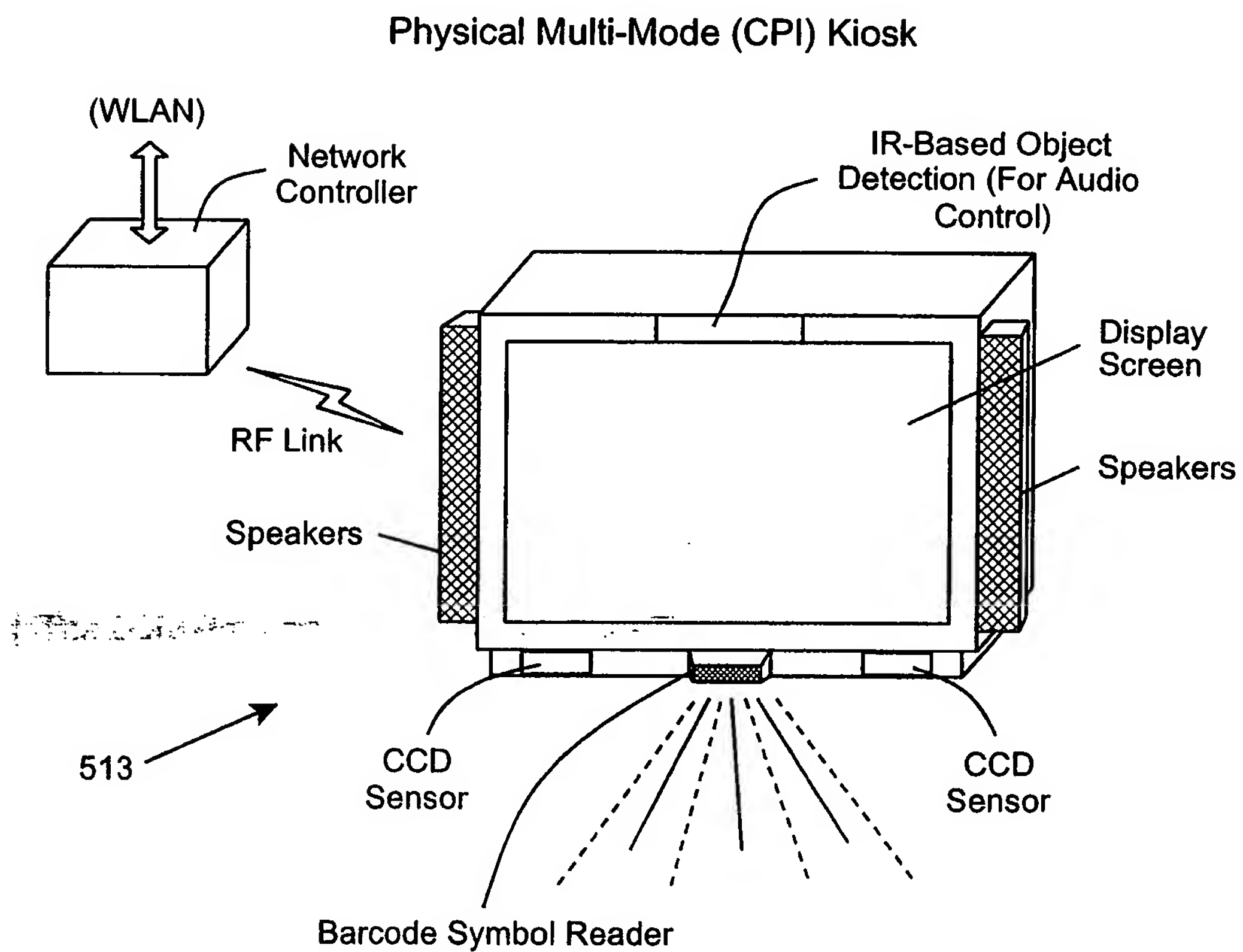


FIG. 41

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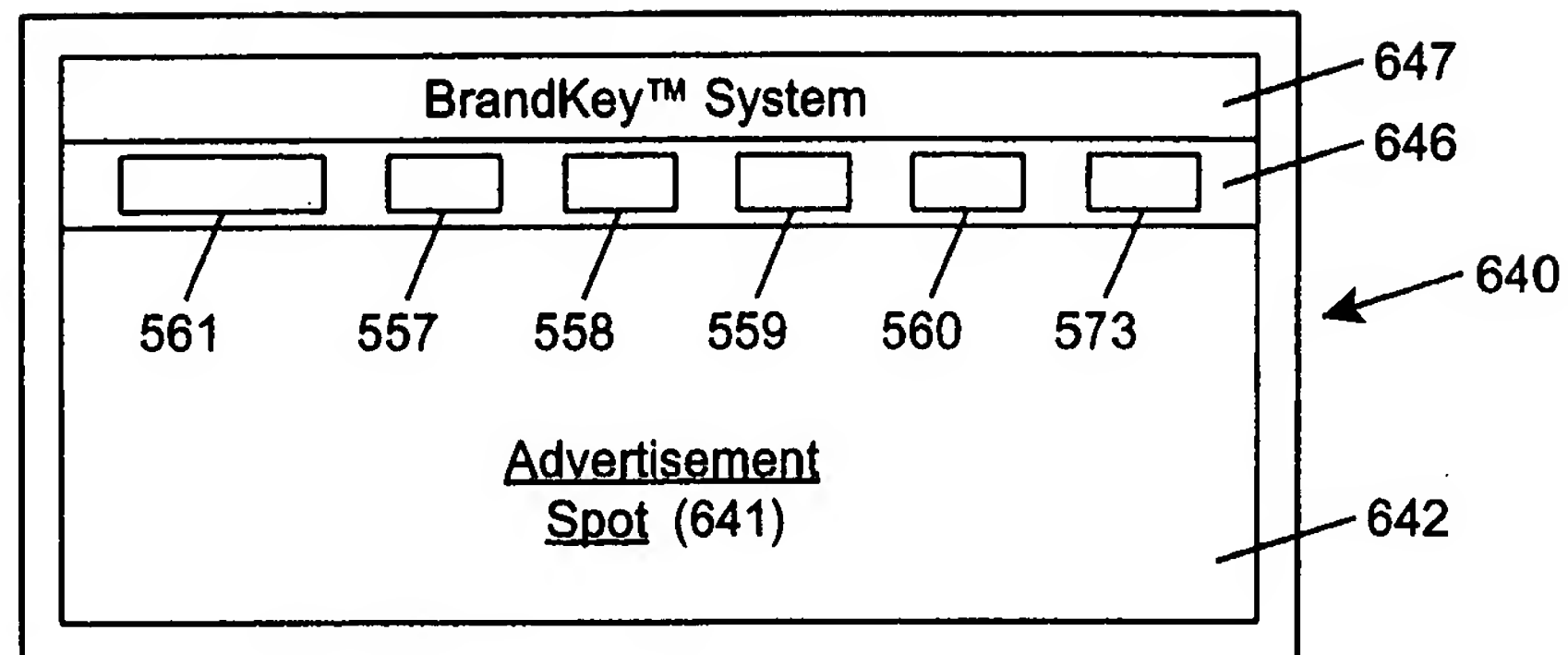


FIG. 42A

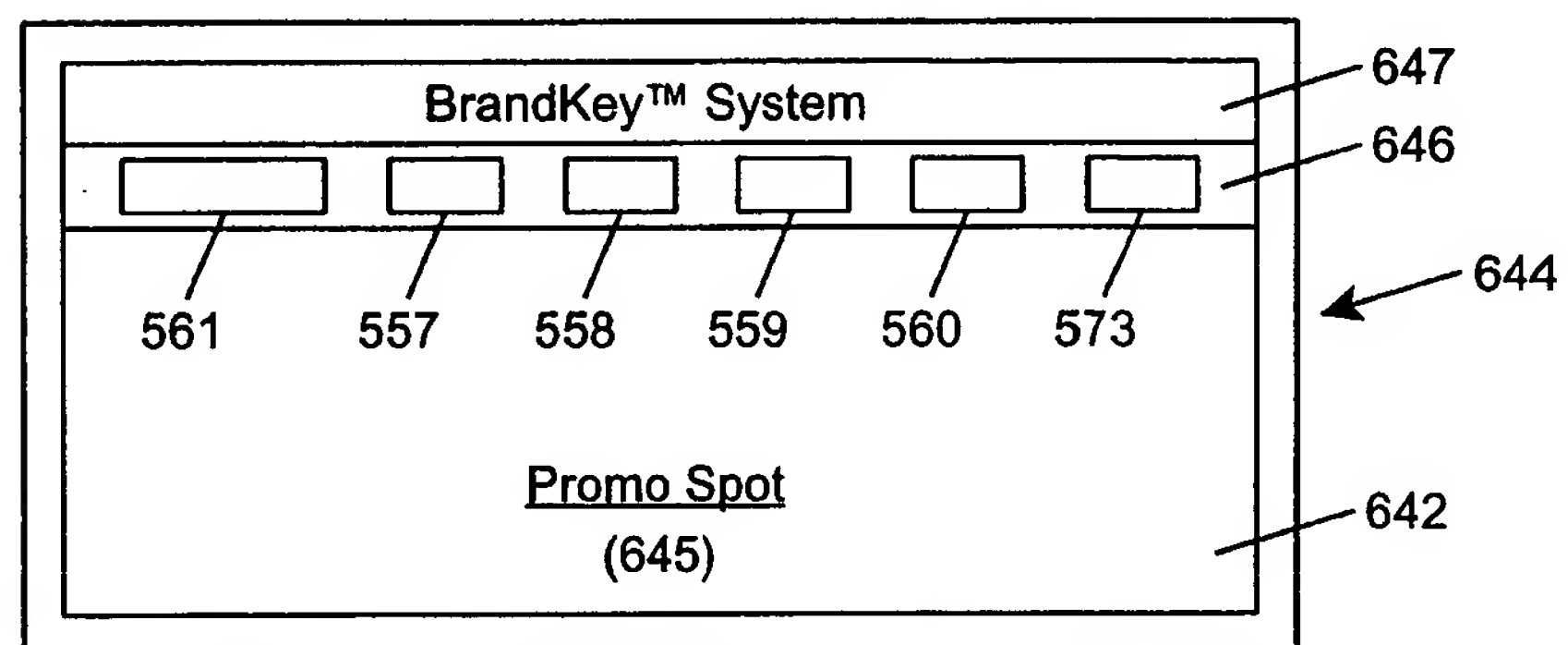


FIG. 42B

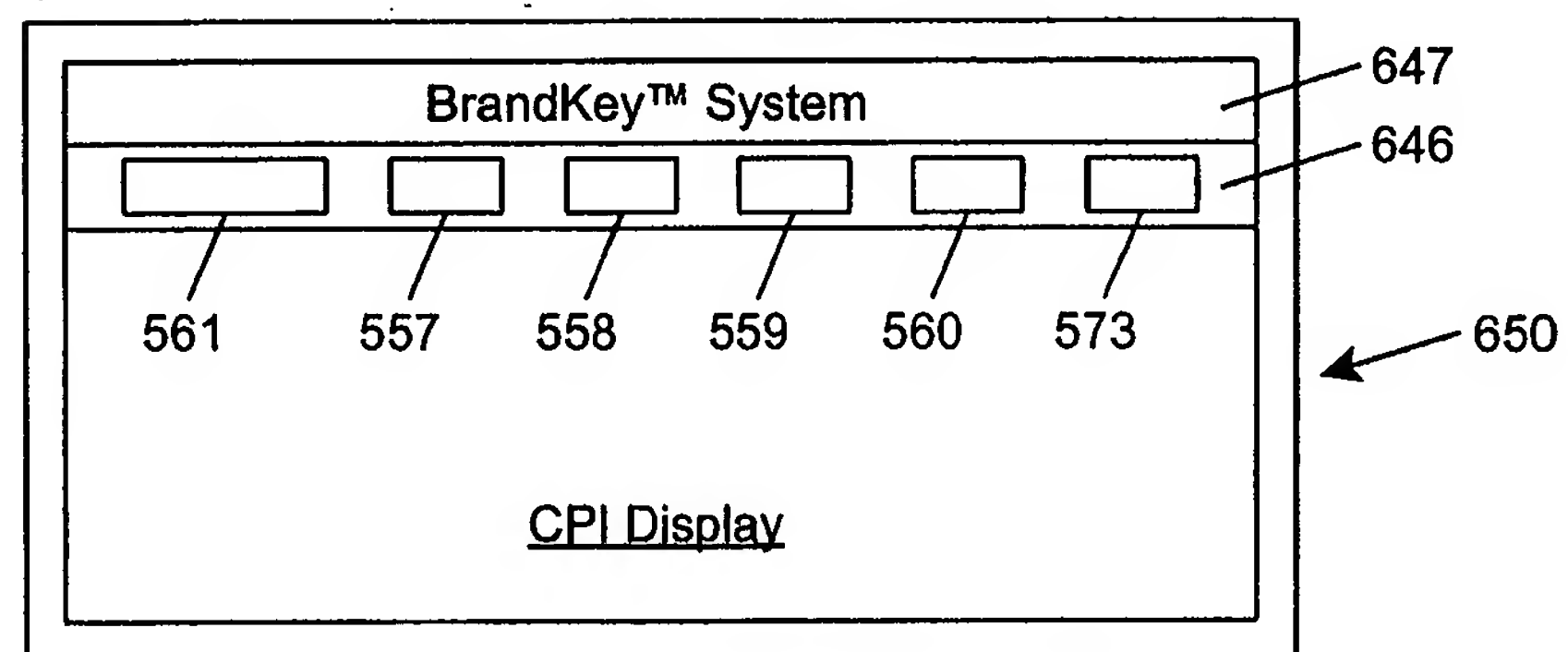


FIG. 42C

# The BrandKey™ System Architecture (2')

BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)

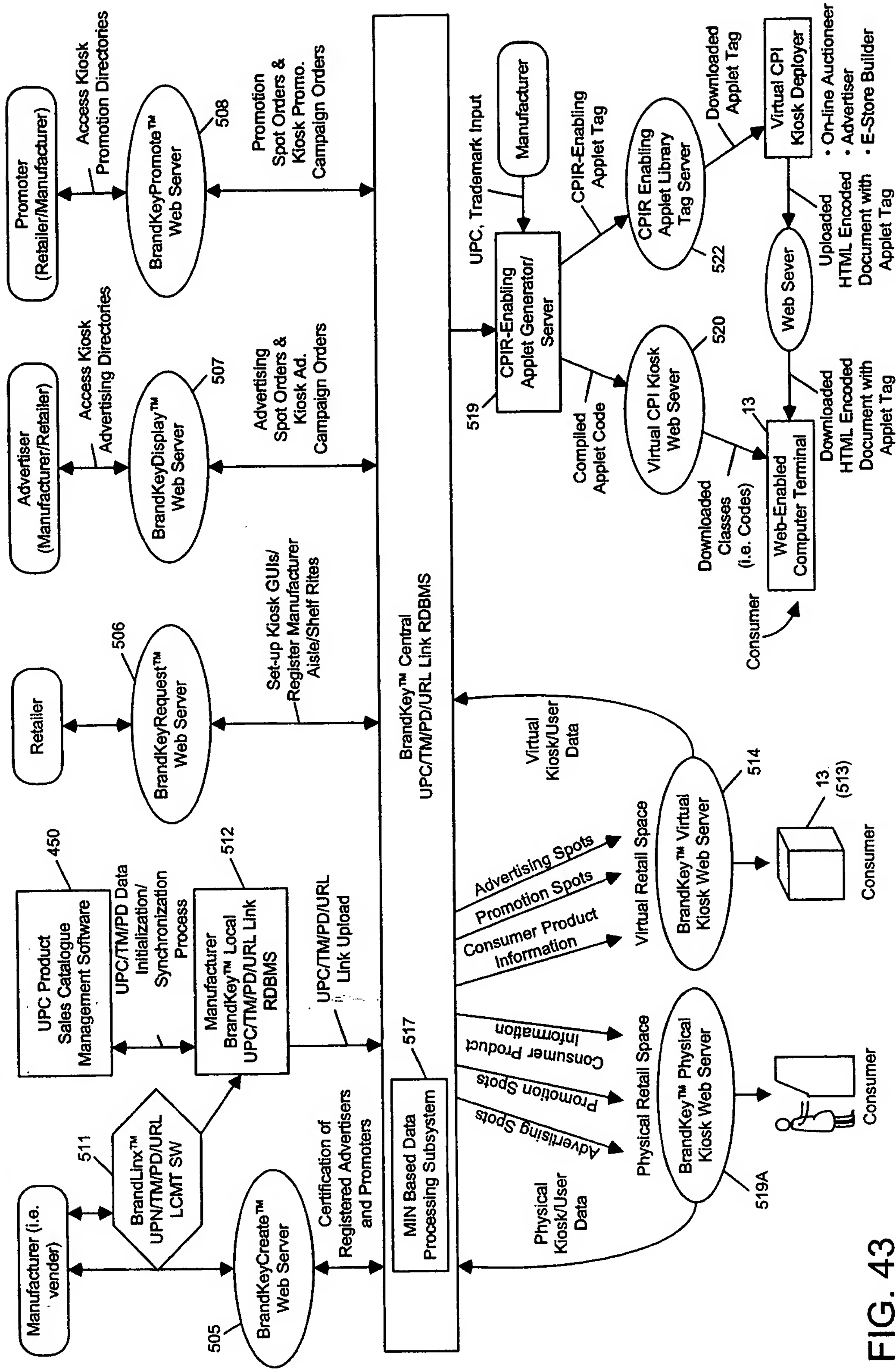


FIG. 43

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Version 4.3

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FIG. 44A1

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2

Brandkey  
systems

FIG. 44A2

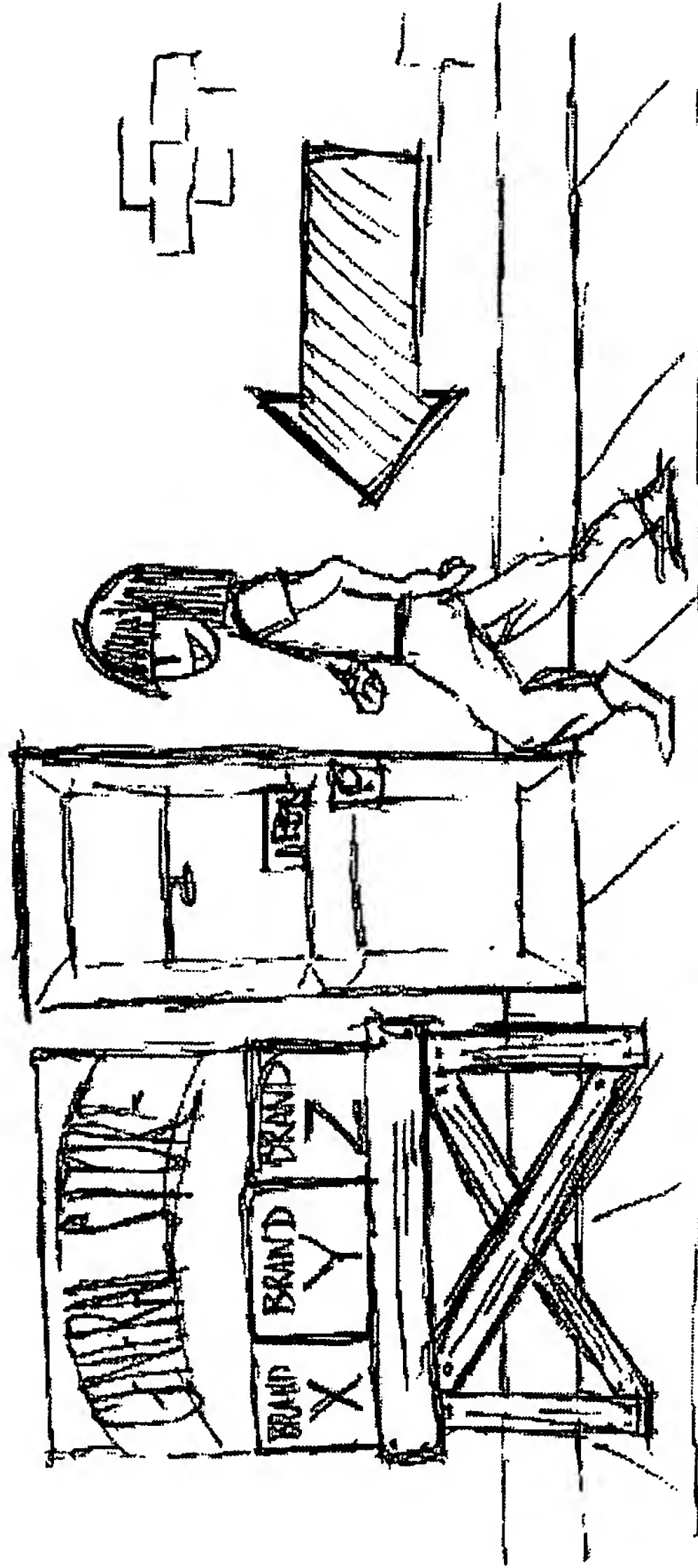
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3

The Dilemma in Today's E-Commerce  
Brand Marketing Communications Environment

FIG. 44A3

Every day, consumers search  
for products and services that  
will satisfy their needs and  
desires.



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FIG. 44B1



During the search, they are confronted with decisions about which brand of a products or services they should purchase.

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5

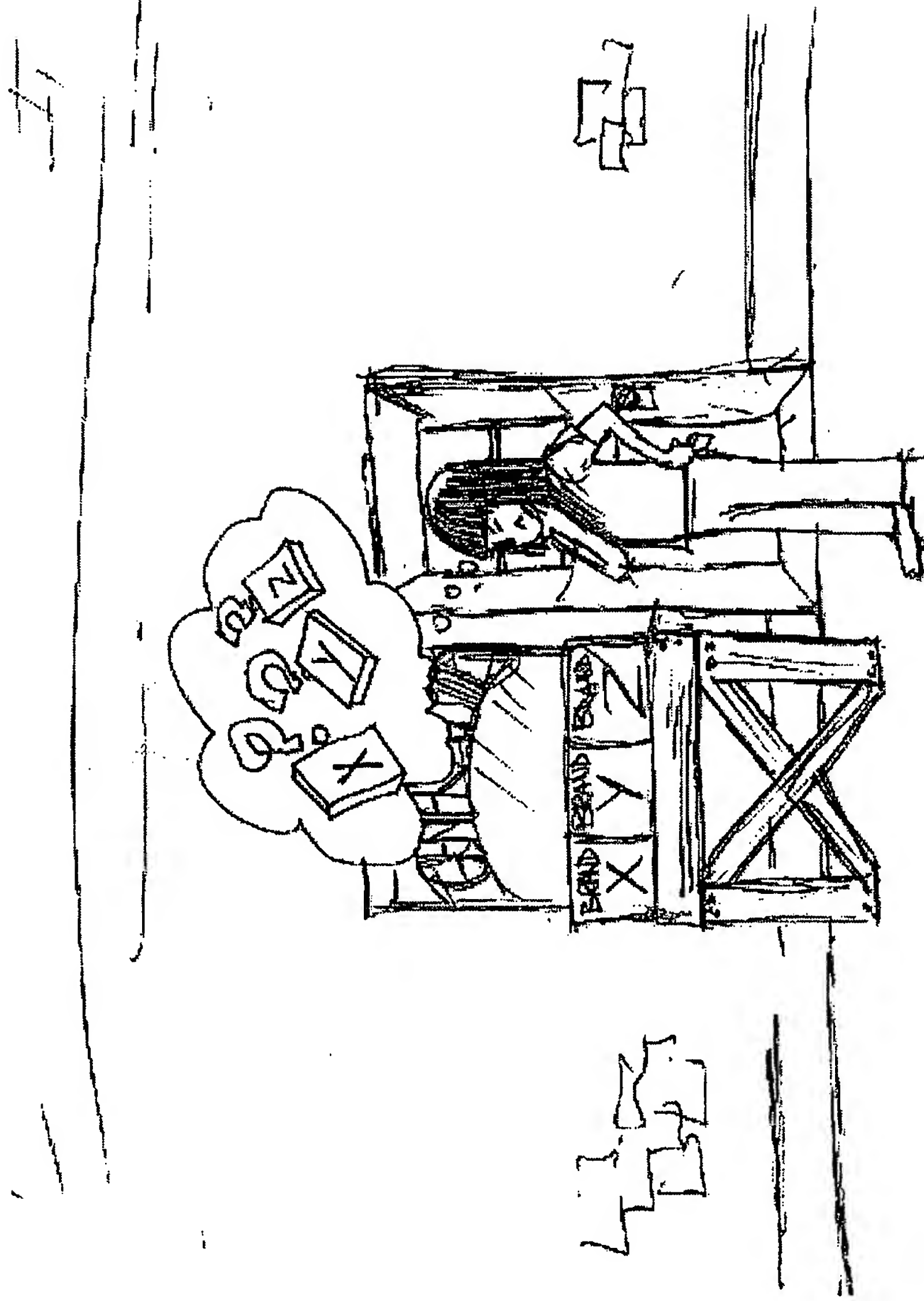
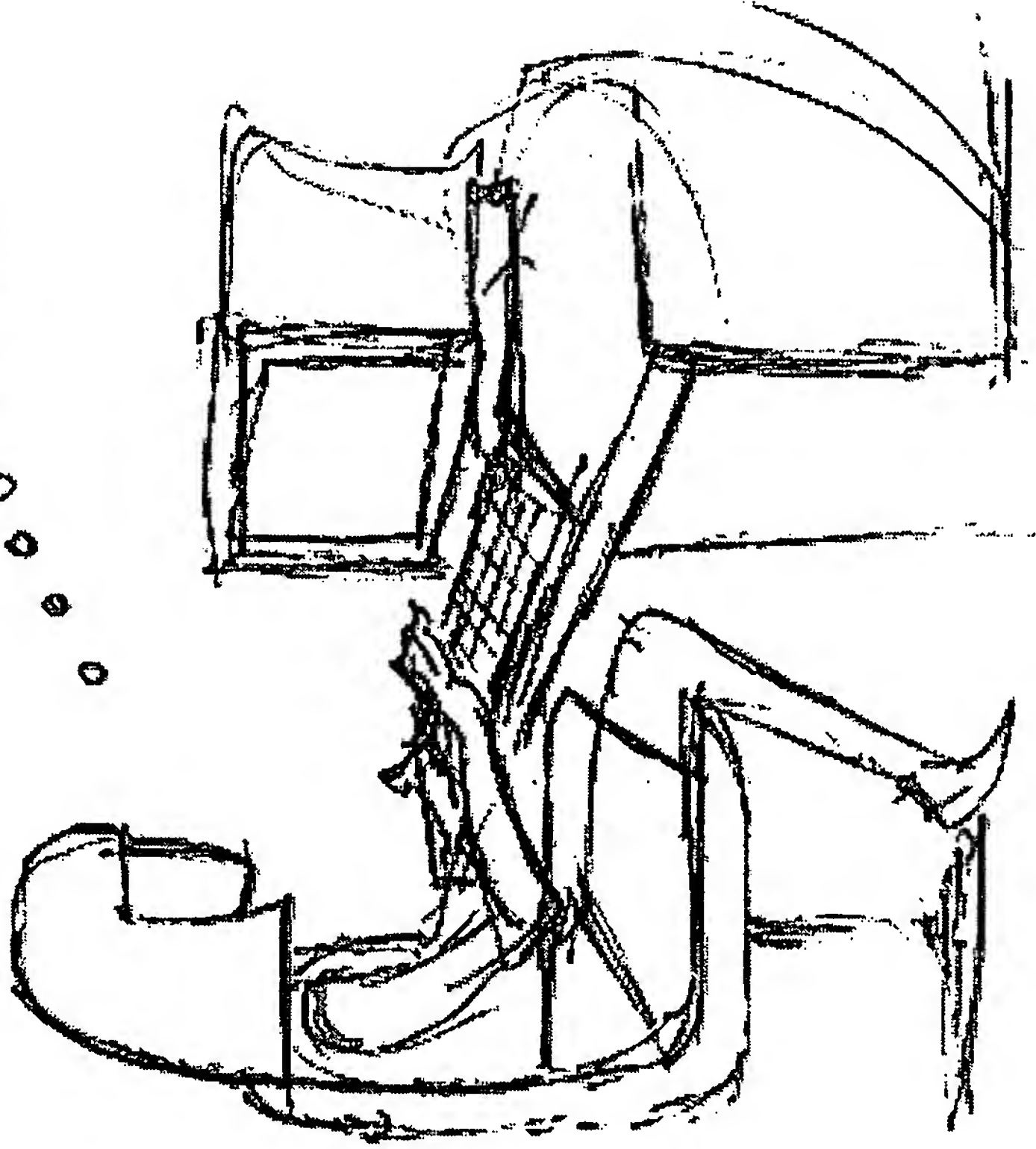
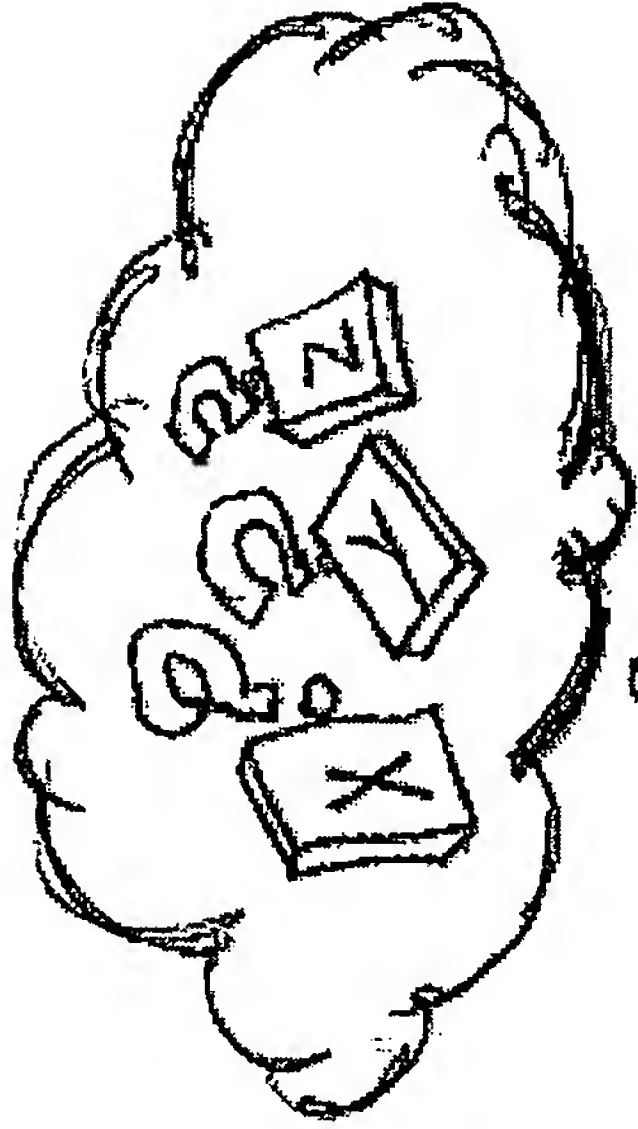


FIG. 44B2



Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.

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FIG. 44C1

eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, **u ful brand building information i not available.**



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FIG. 44C2

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8

Brand building information  
intended to inform and entice the  
consumer is often scattered  
throughout the World Wide Web.

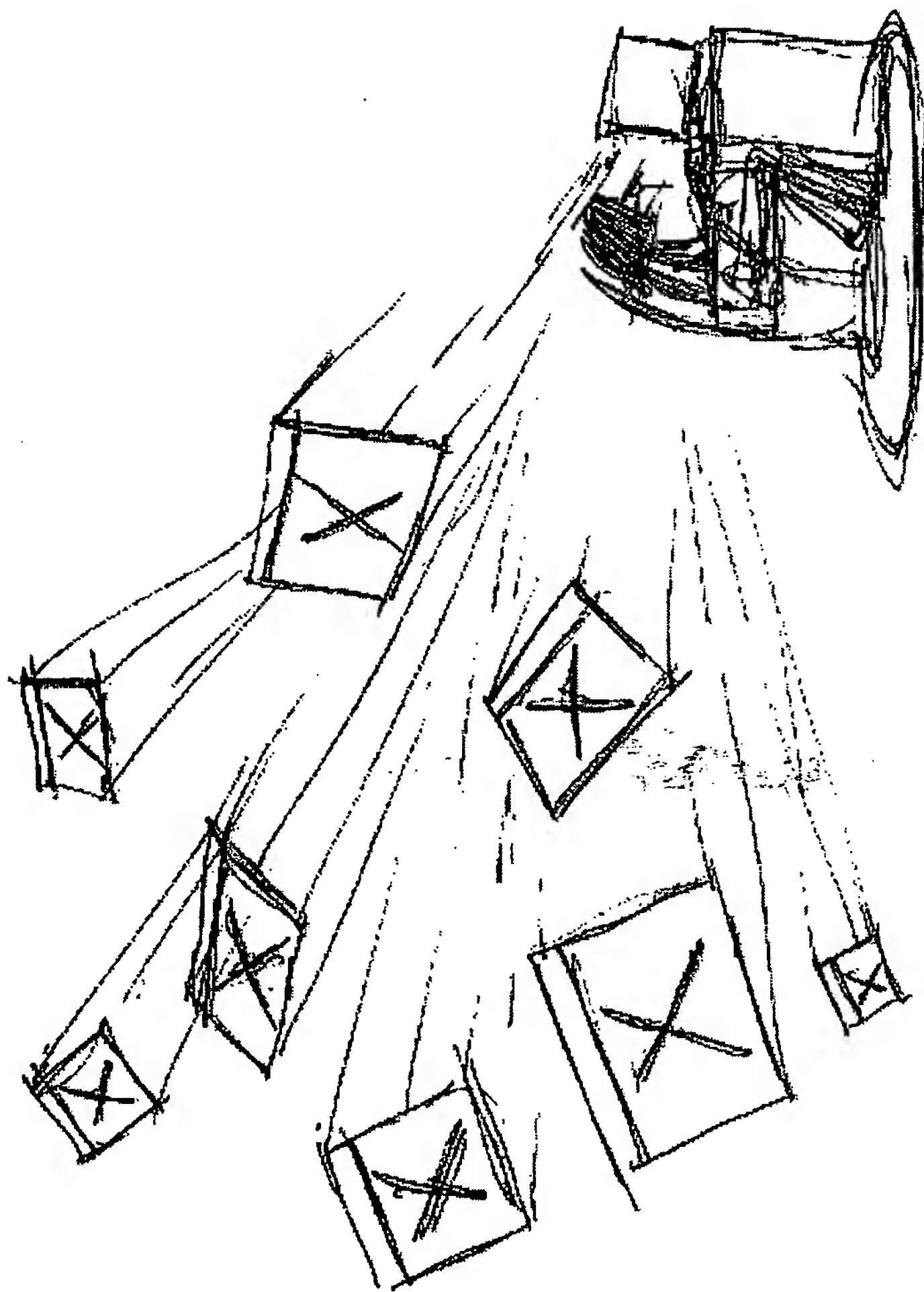
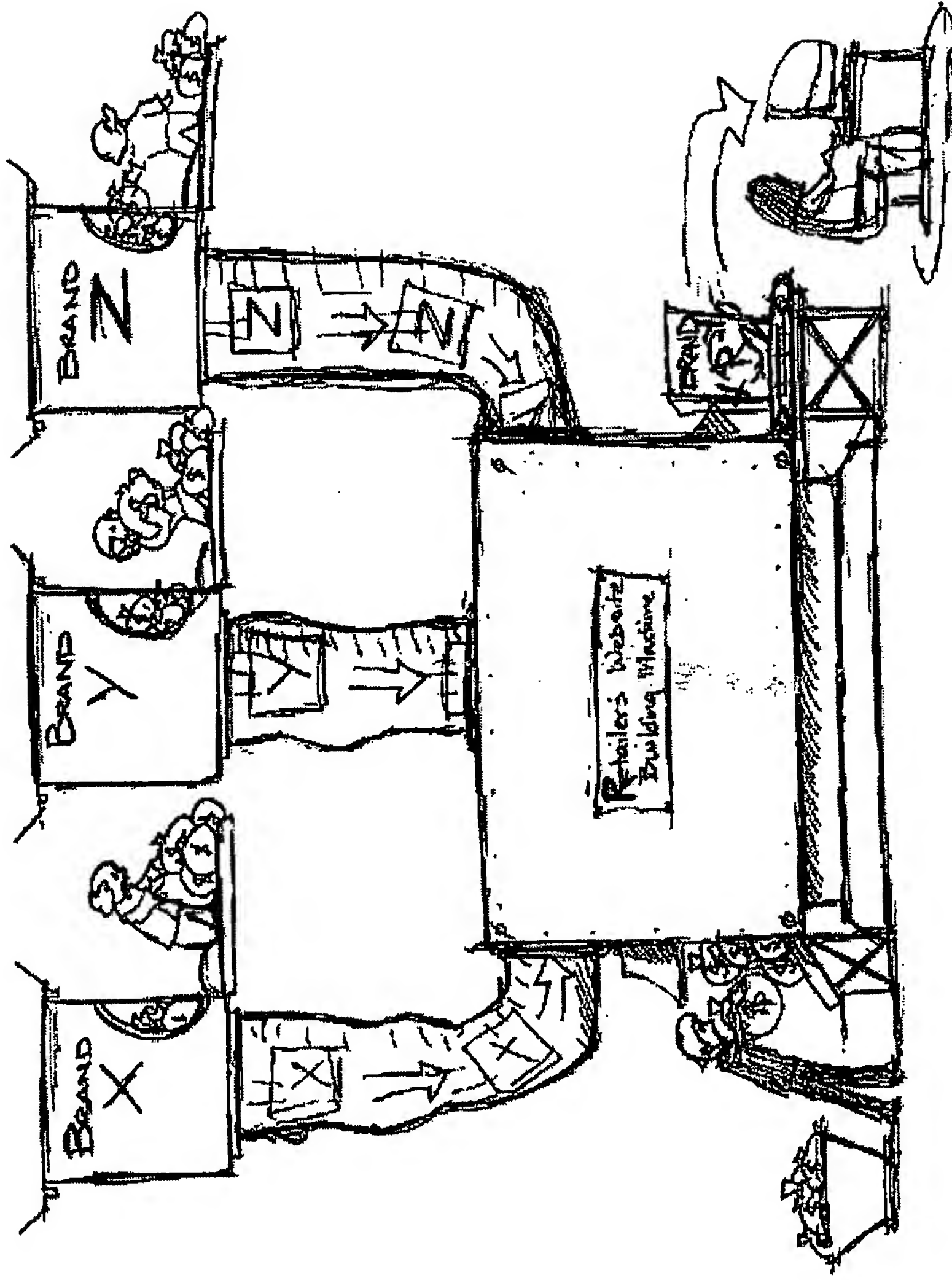


FIG. 44C3

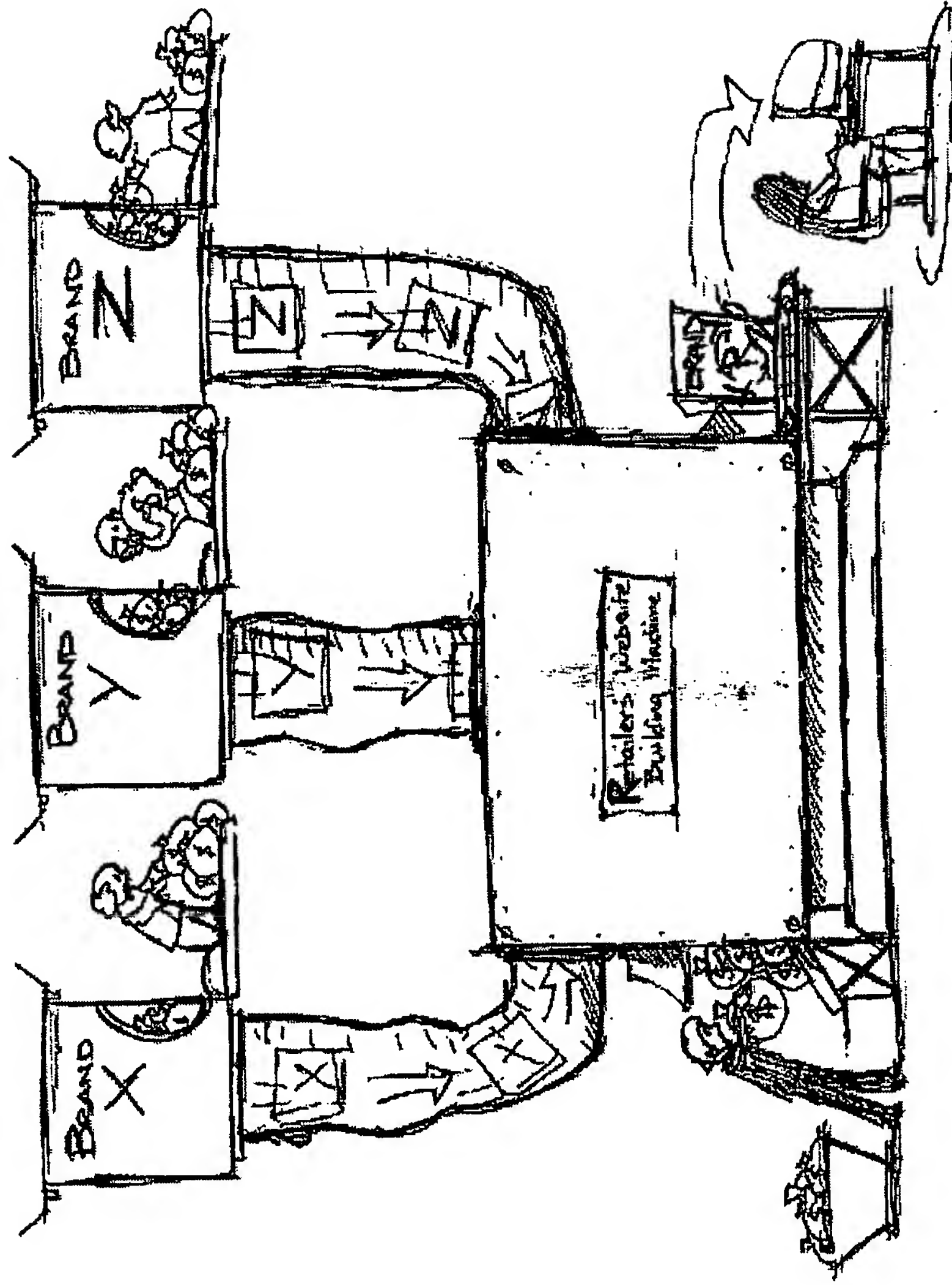


Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

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FIG. 144 D1



With so many brands being funn led through one site in this limited way, not only do brands begin to blur tog ther in the consumer's mind, but th brands compete with the e-tailer's own brand image as well.

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FIG. 44D2



When the consumer is trying to make a buying decision, **valuable brand building Information** is unavailable at strategic places such as the Checkout Process.

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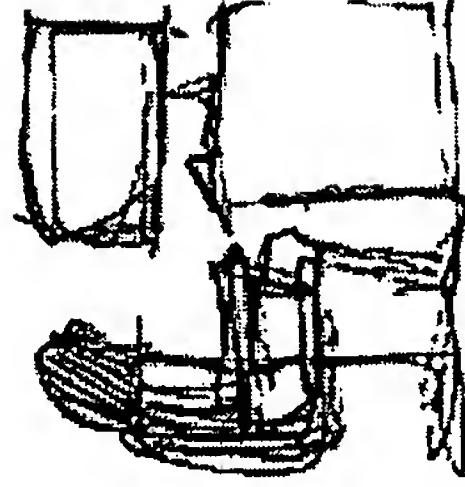
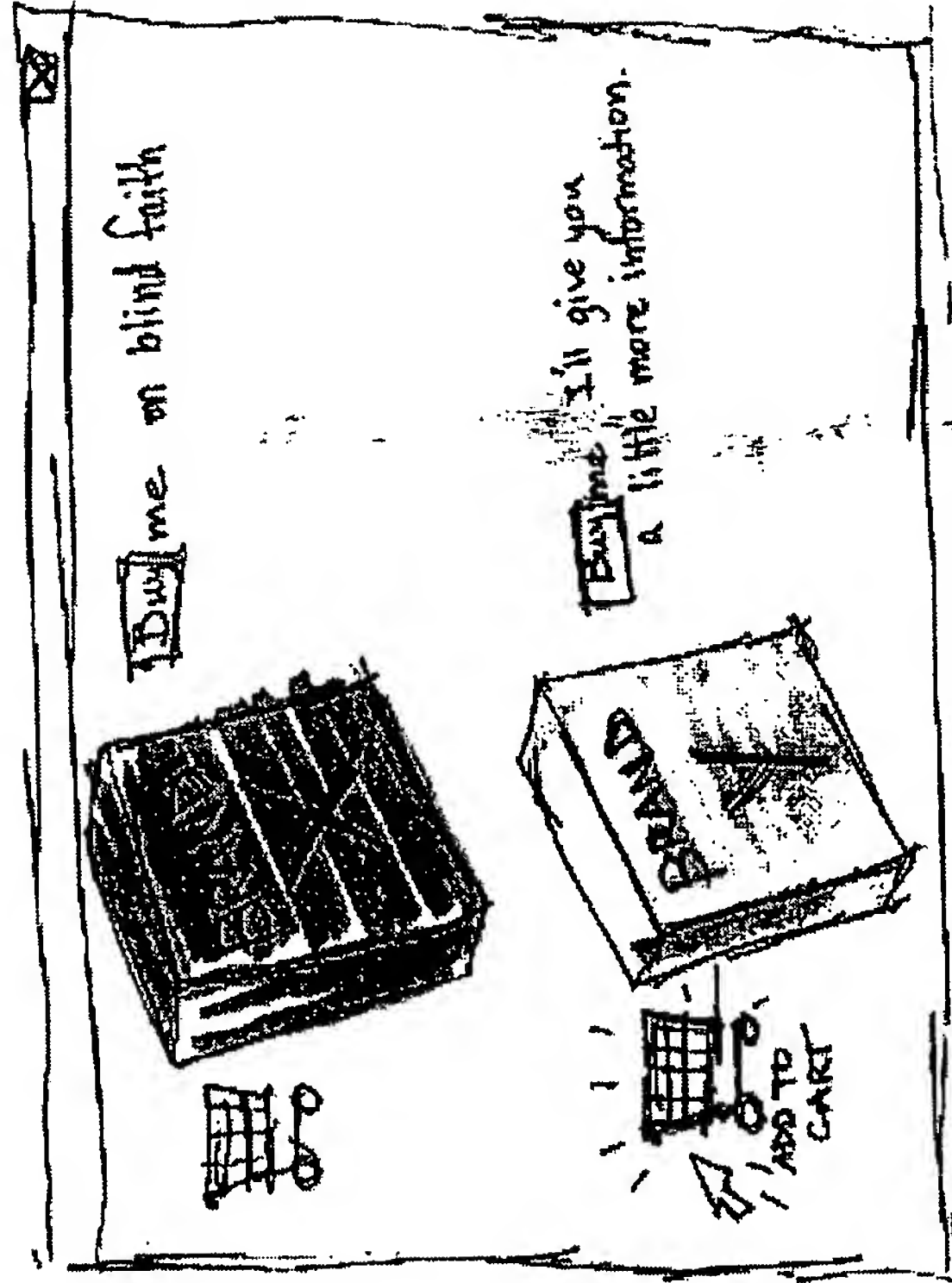
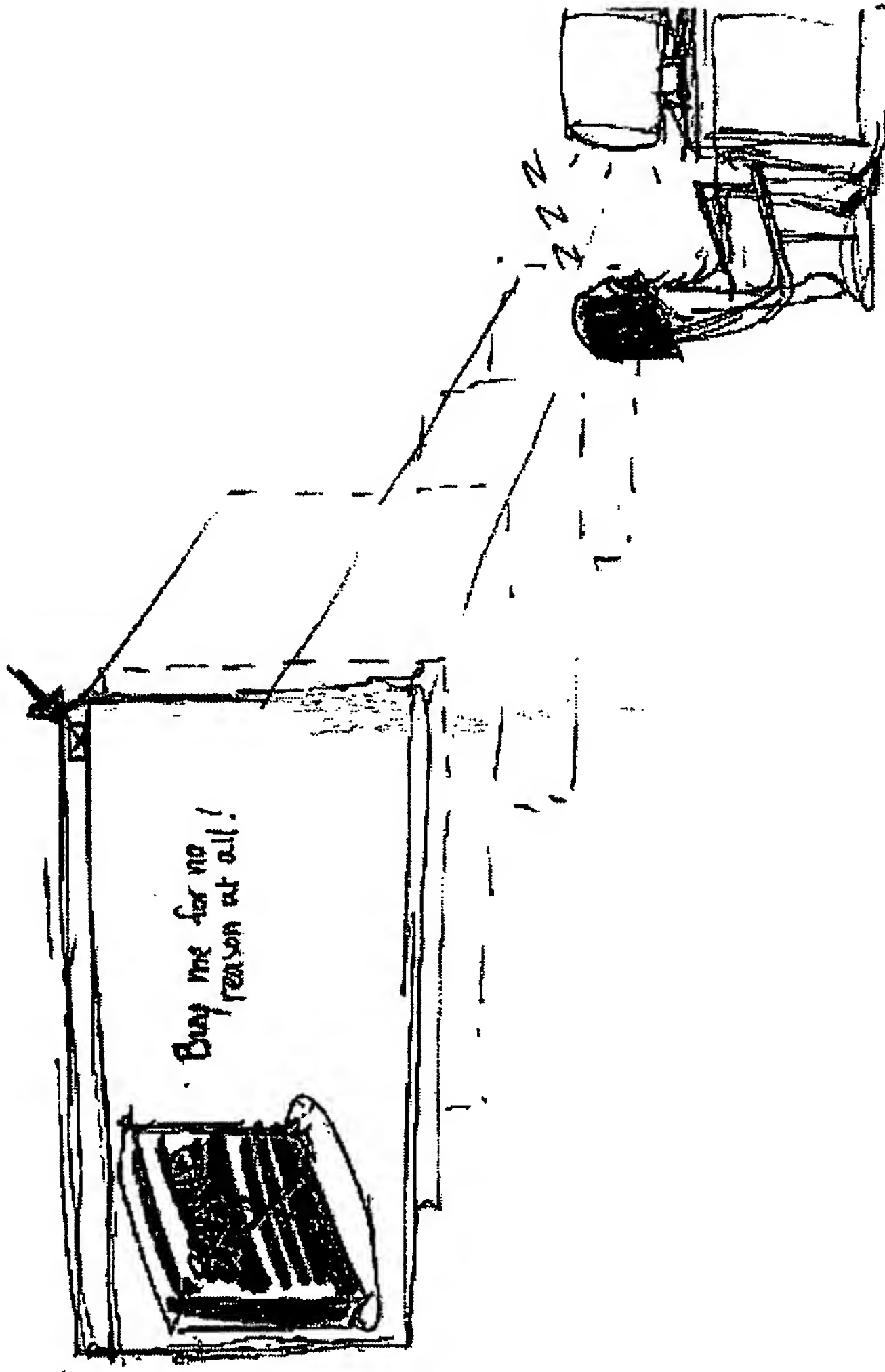


FIG. 44D3



Too often, this lack of valuable brand building information leads to abandoned shopping carts while consumers wander the Internet search for the decision-making brand information.



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FIG. 4/4 D4

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired **information**.

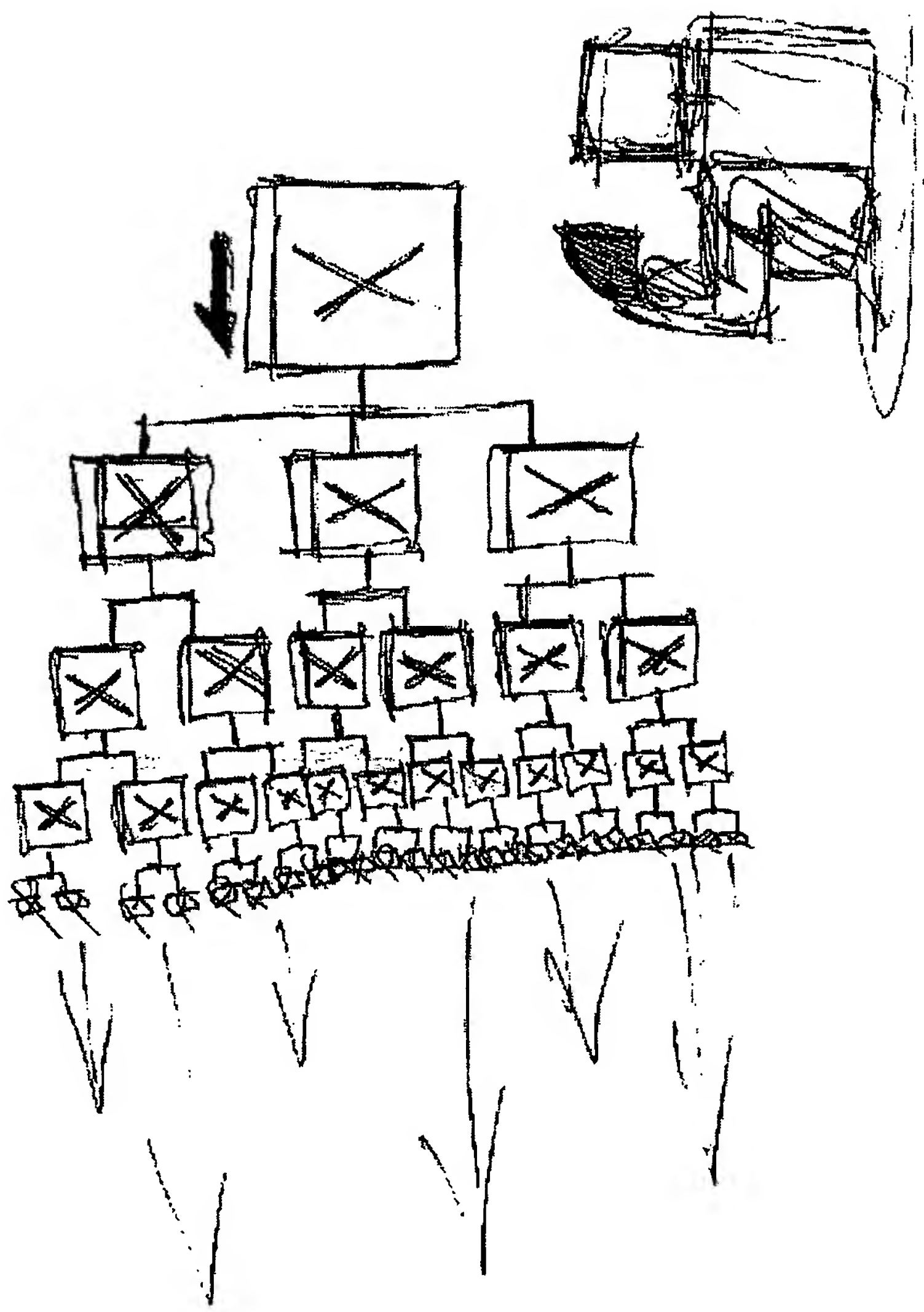


FIG. 44D5

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The current methods which brand managers use to communicate **brand building information** on the Web are also not reaching the consumer.



FIG. 44 E1

Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers . . .

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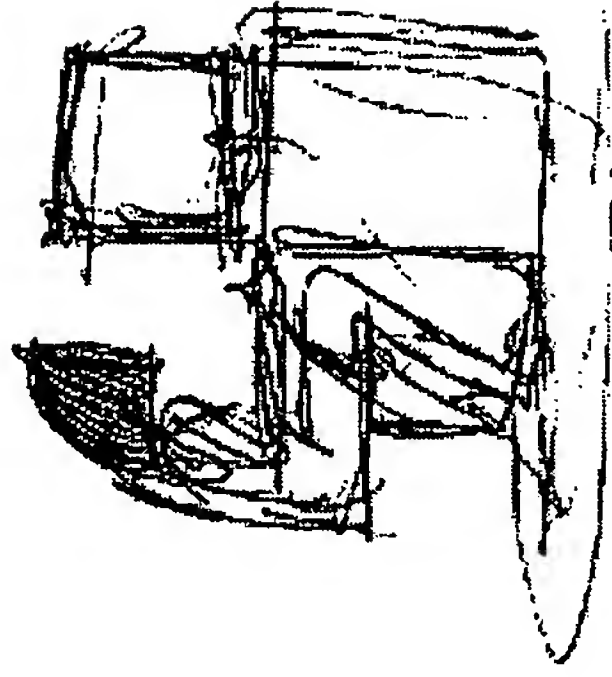
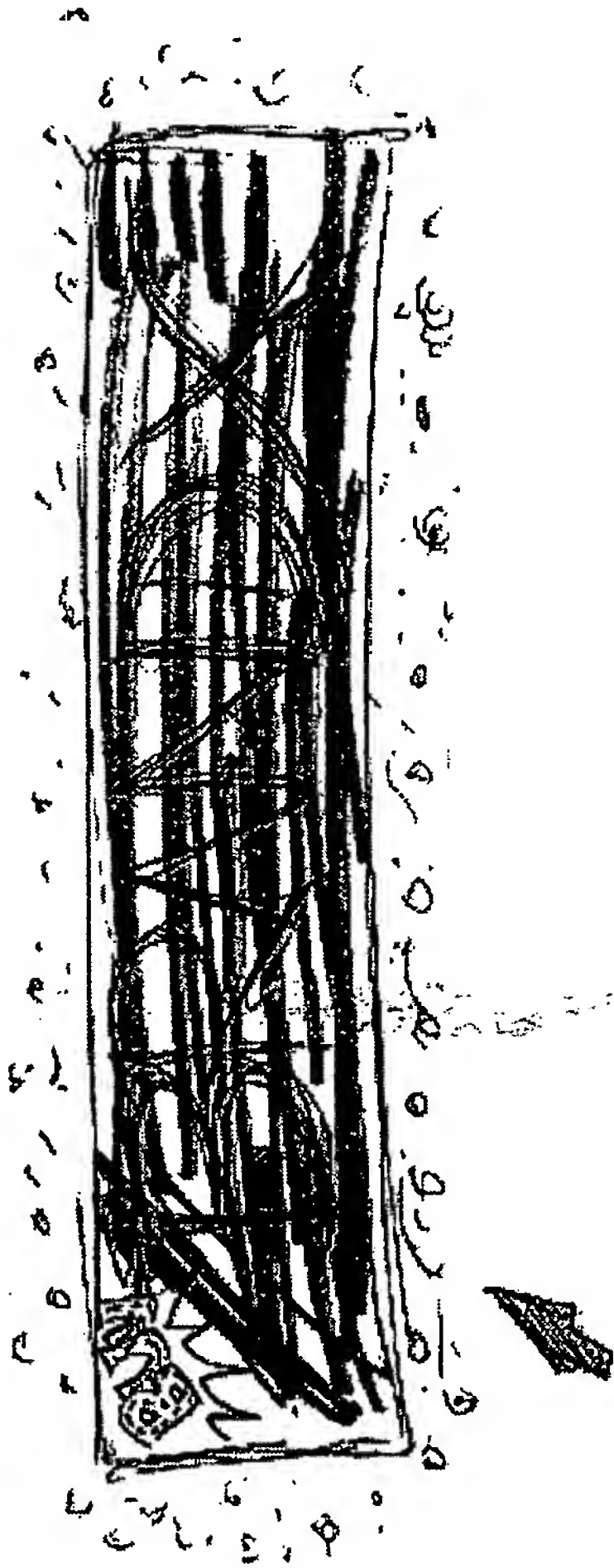
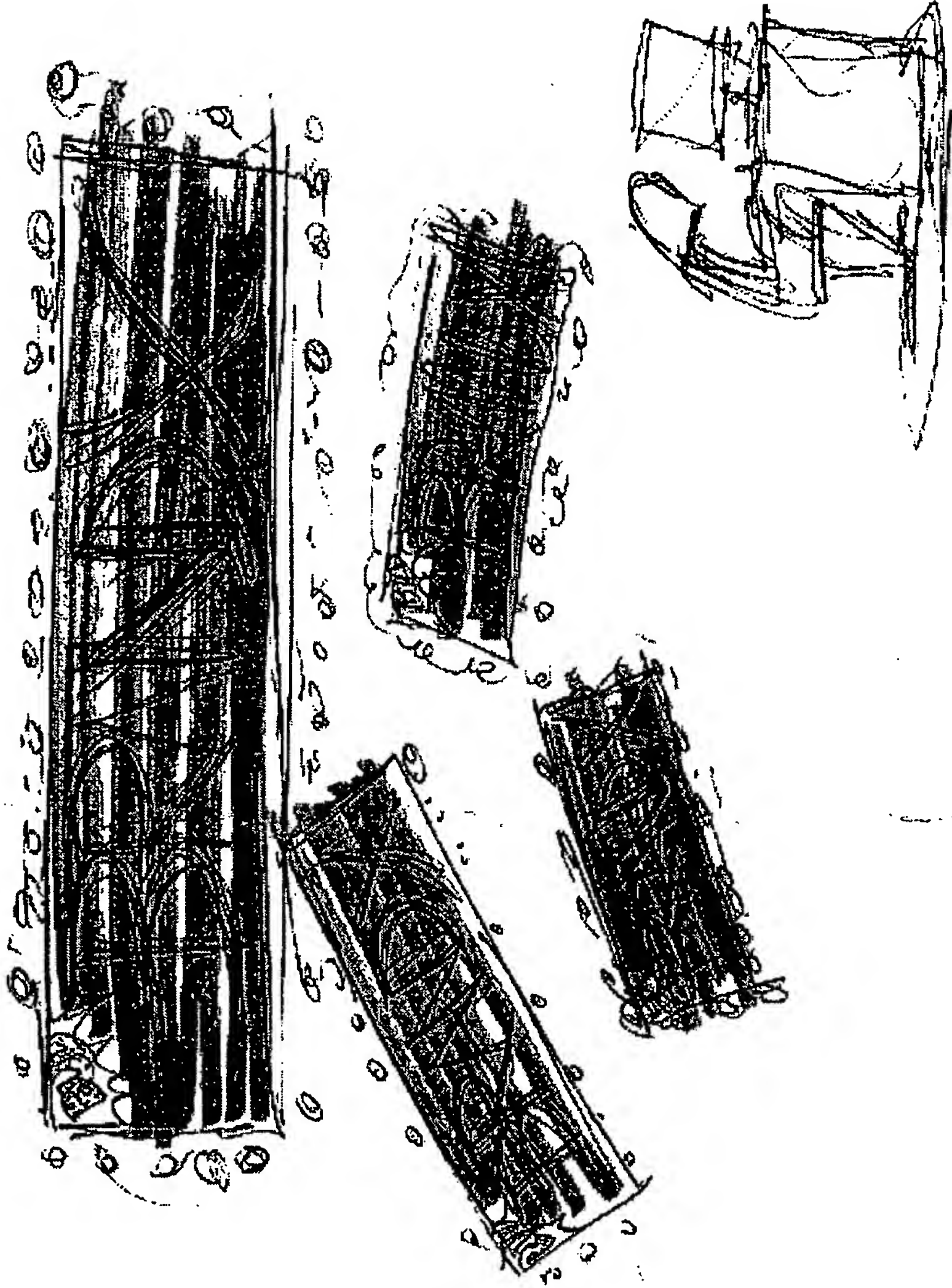
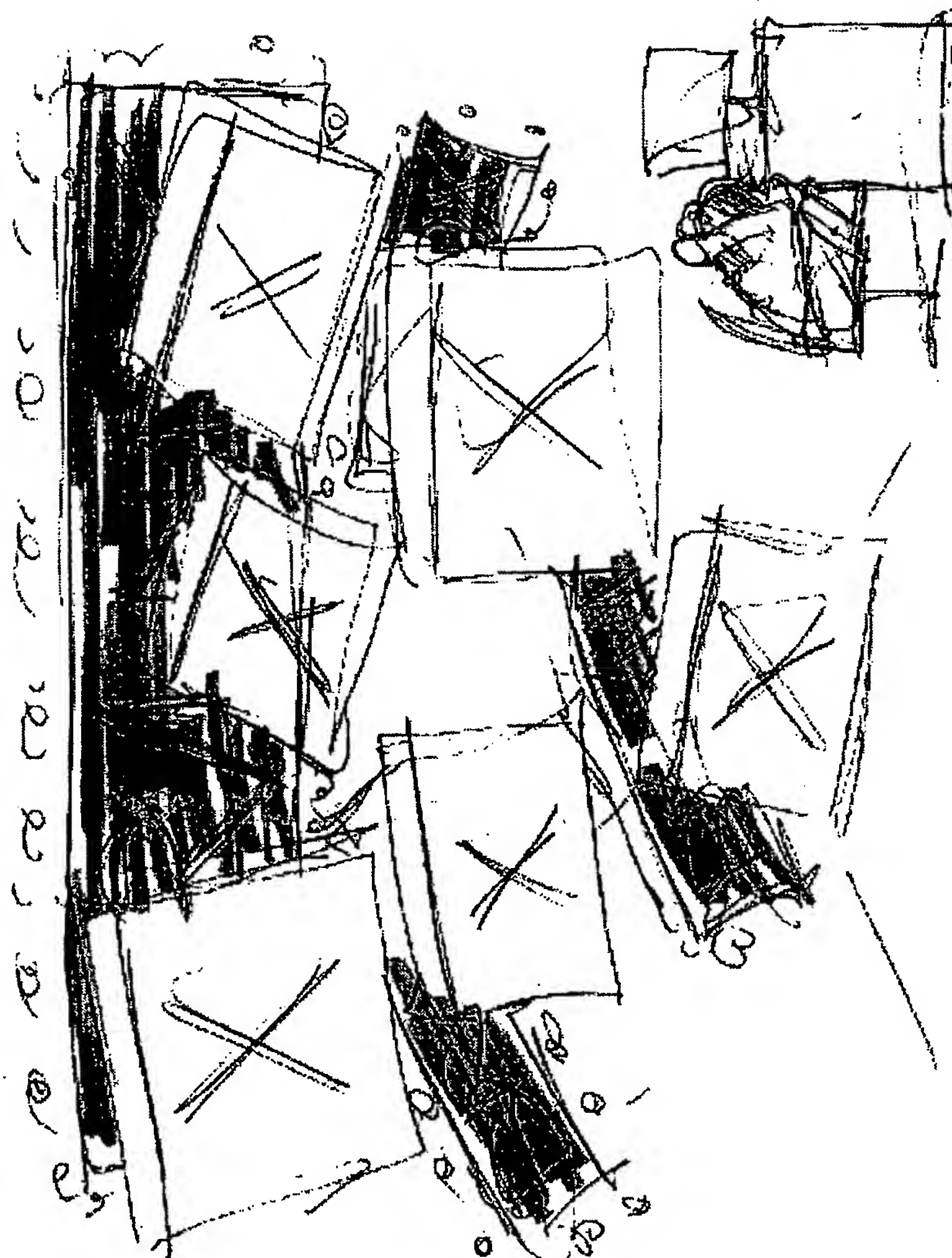


FIG 44E2



Brand managers currently  
favor banner and pop-up ads  
and promos. These ads  
rarely succeed in building  
accurate brand image in  
the minds of consumers, or  
foster purchase intent...

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...because they creat a war-  
like atmosphere on the  
consumer's desktop with Brand  
Managers and Advertising and  
Promotional Agents all battling  
for the consumer's attention and  
valuable screen space.

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FIG. 44E4



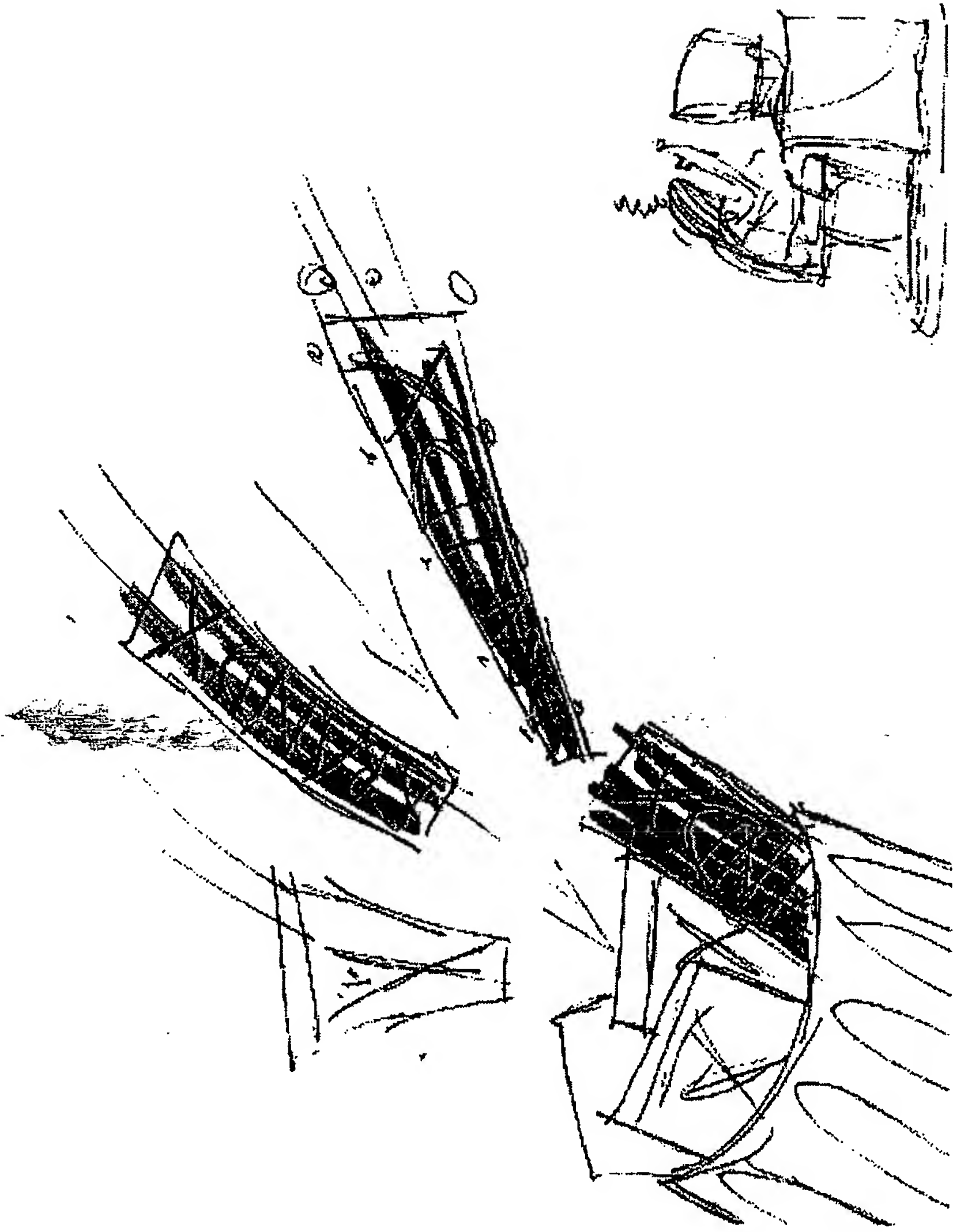


The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.

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FIG. 44E5





These online ads and promos  
have alienated consumers  
from the brands they  
represent, and from the entire  
Internet experience.

(Stats/ study referenced here)

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Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

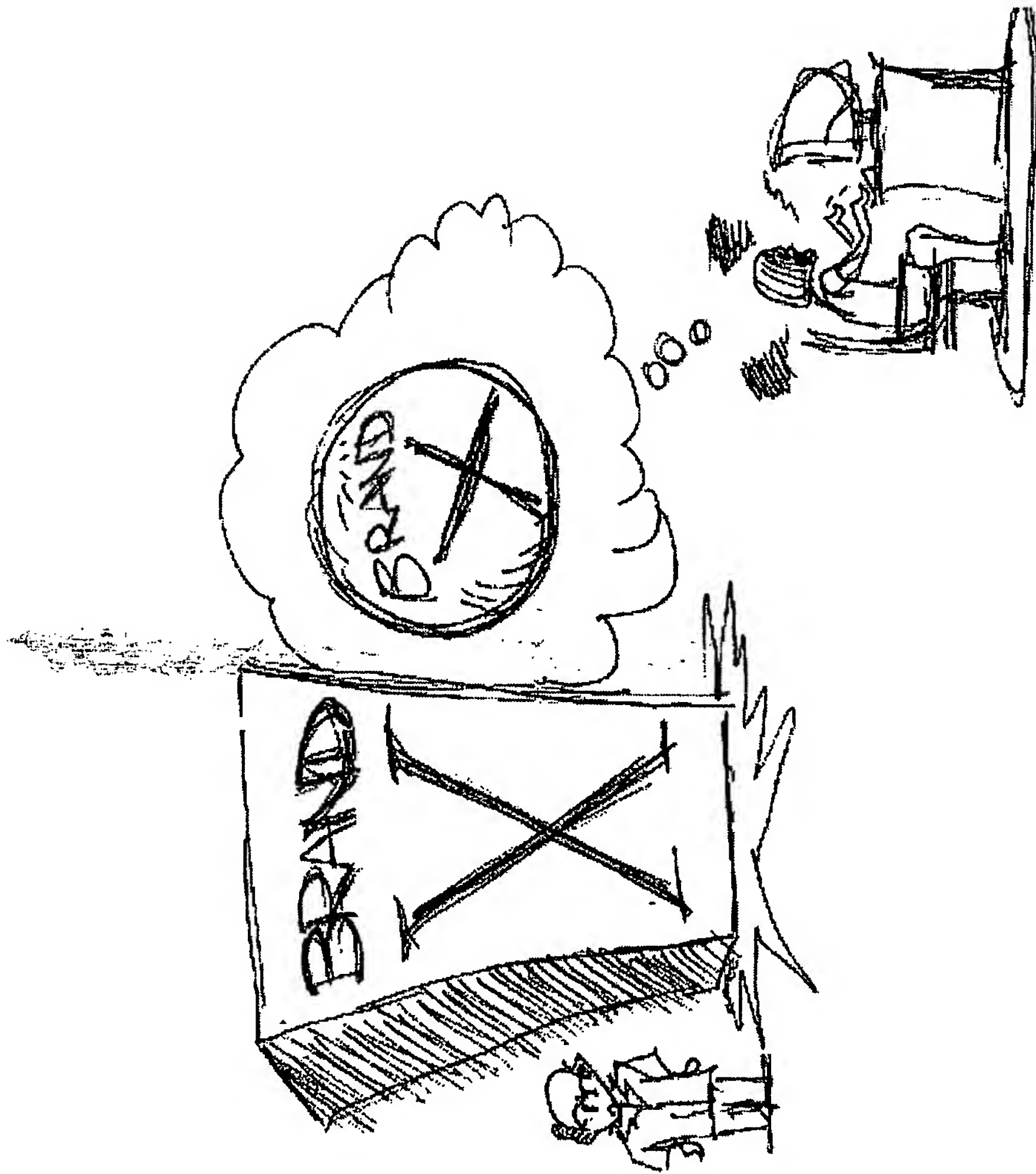


FIG. 44E7

And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

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21

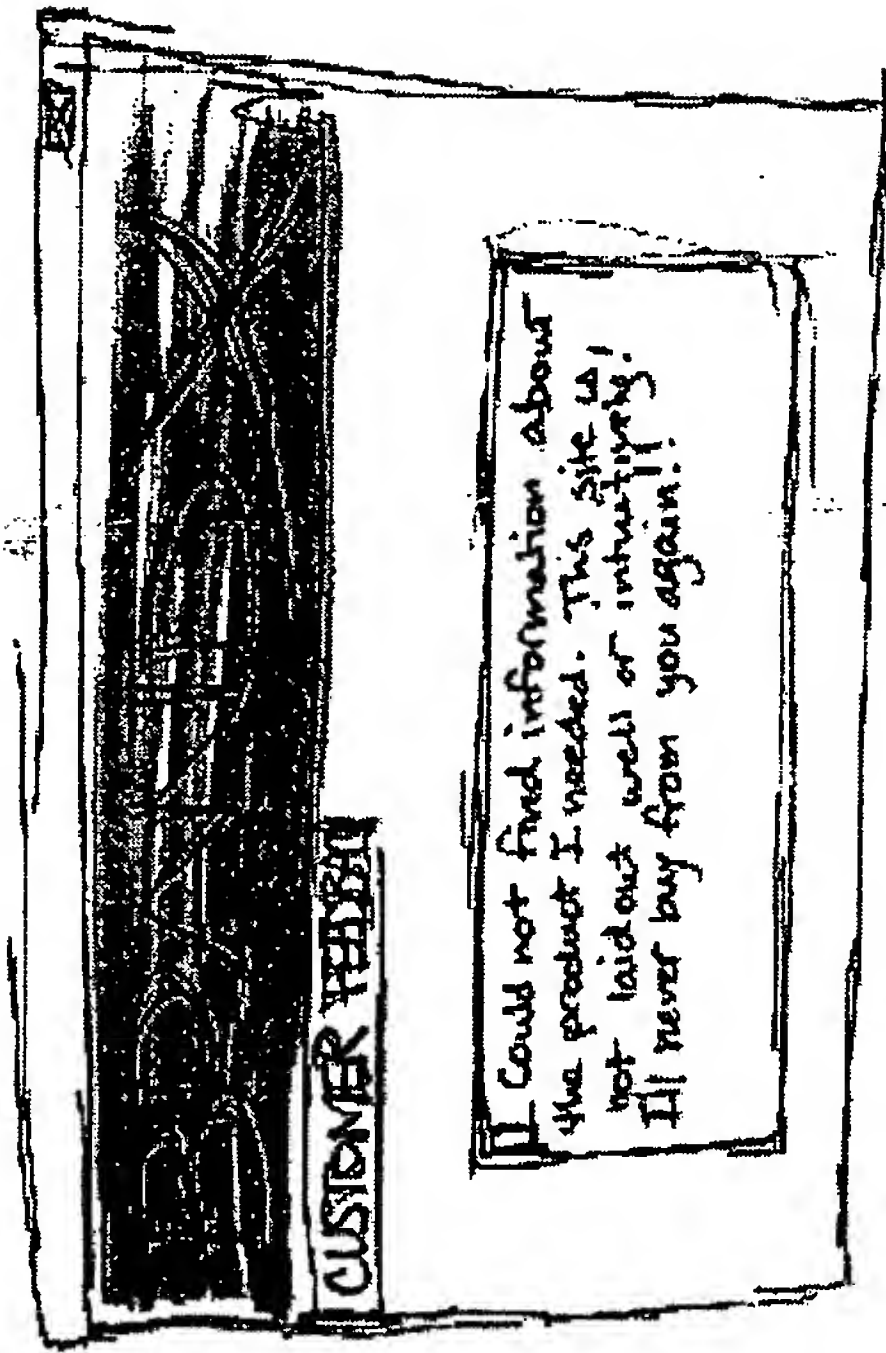


FIG. 44F1

Premium prices  
cannot be charged  
for brands that do  
not create strong  
consumer value.

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22

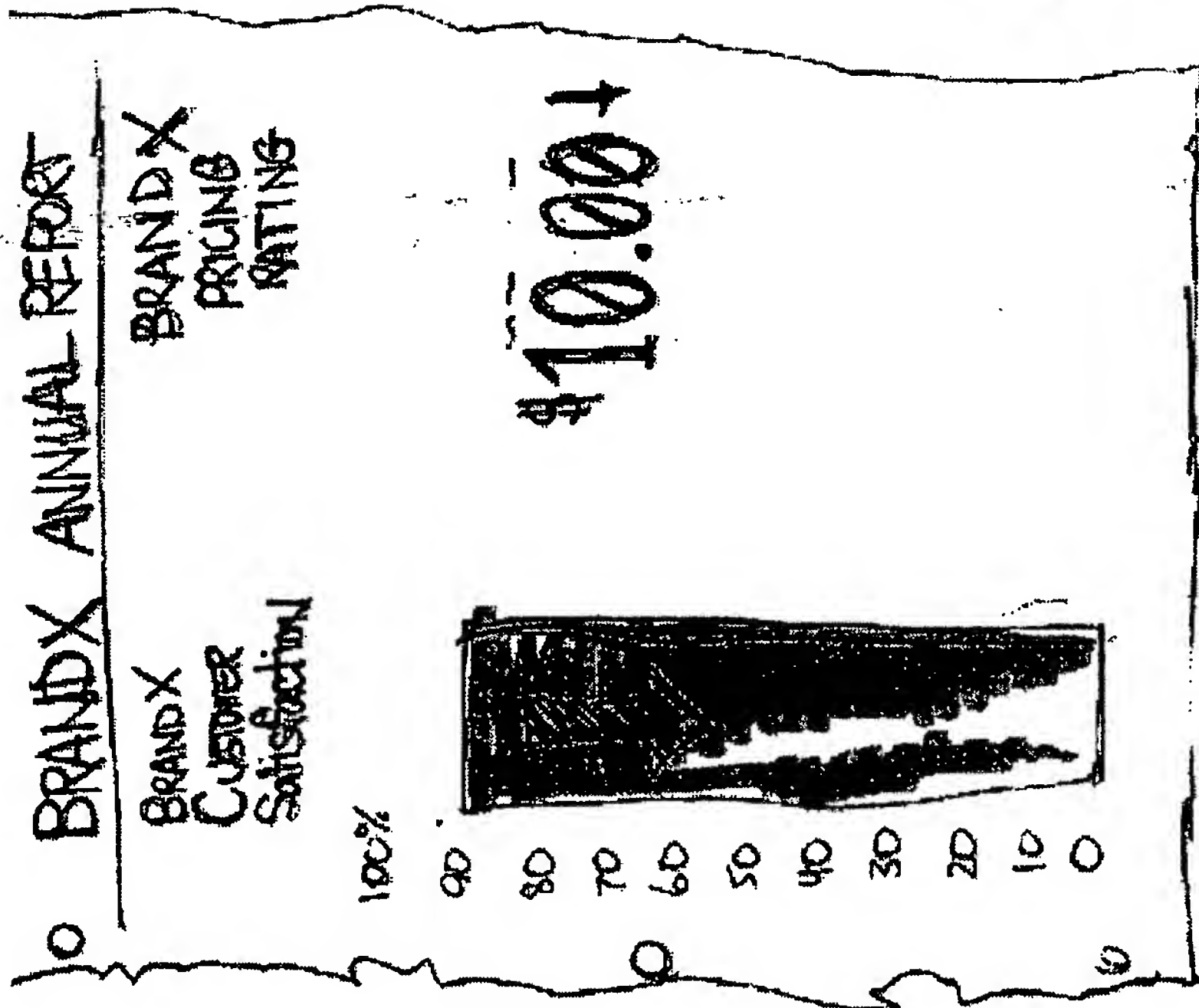


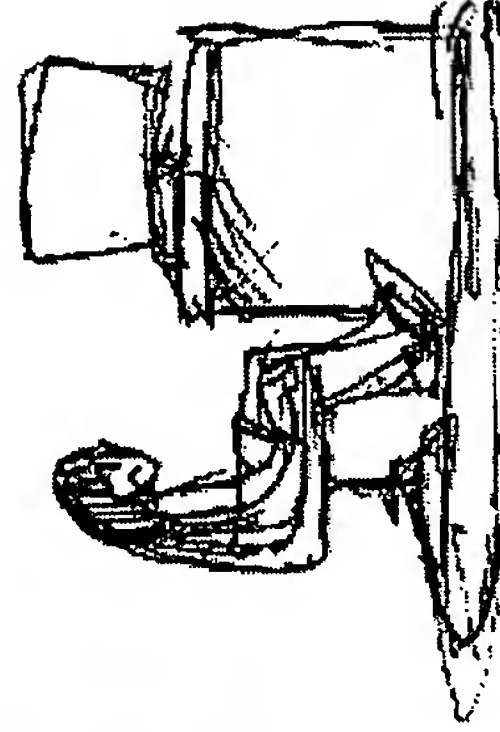
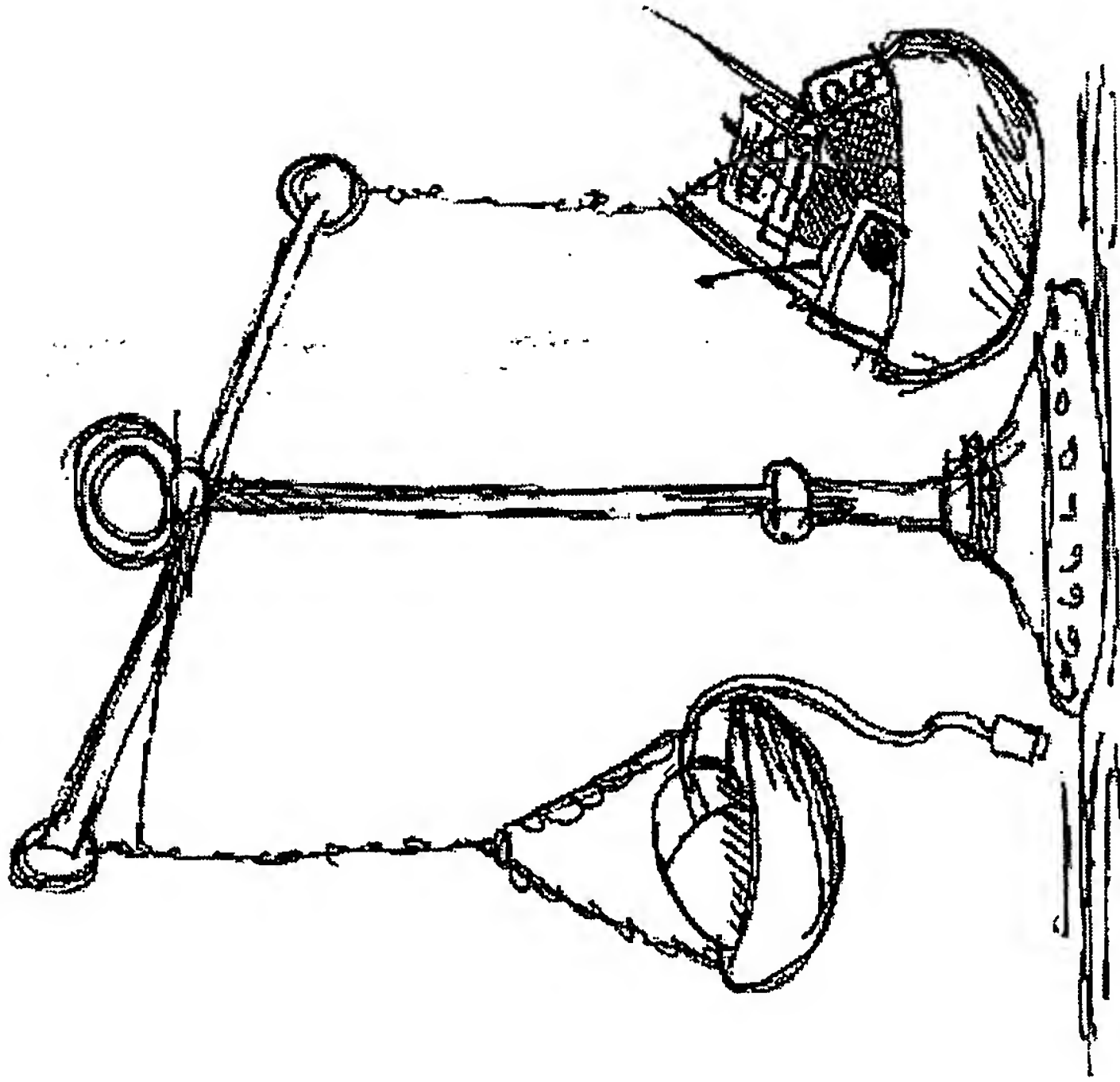
FIG. 44F2

Distribution and trading partners are less likely to promote brands which have weakened in the marketplace.

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FIG. 4F3

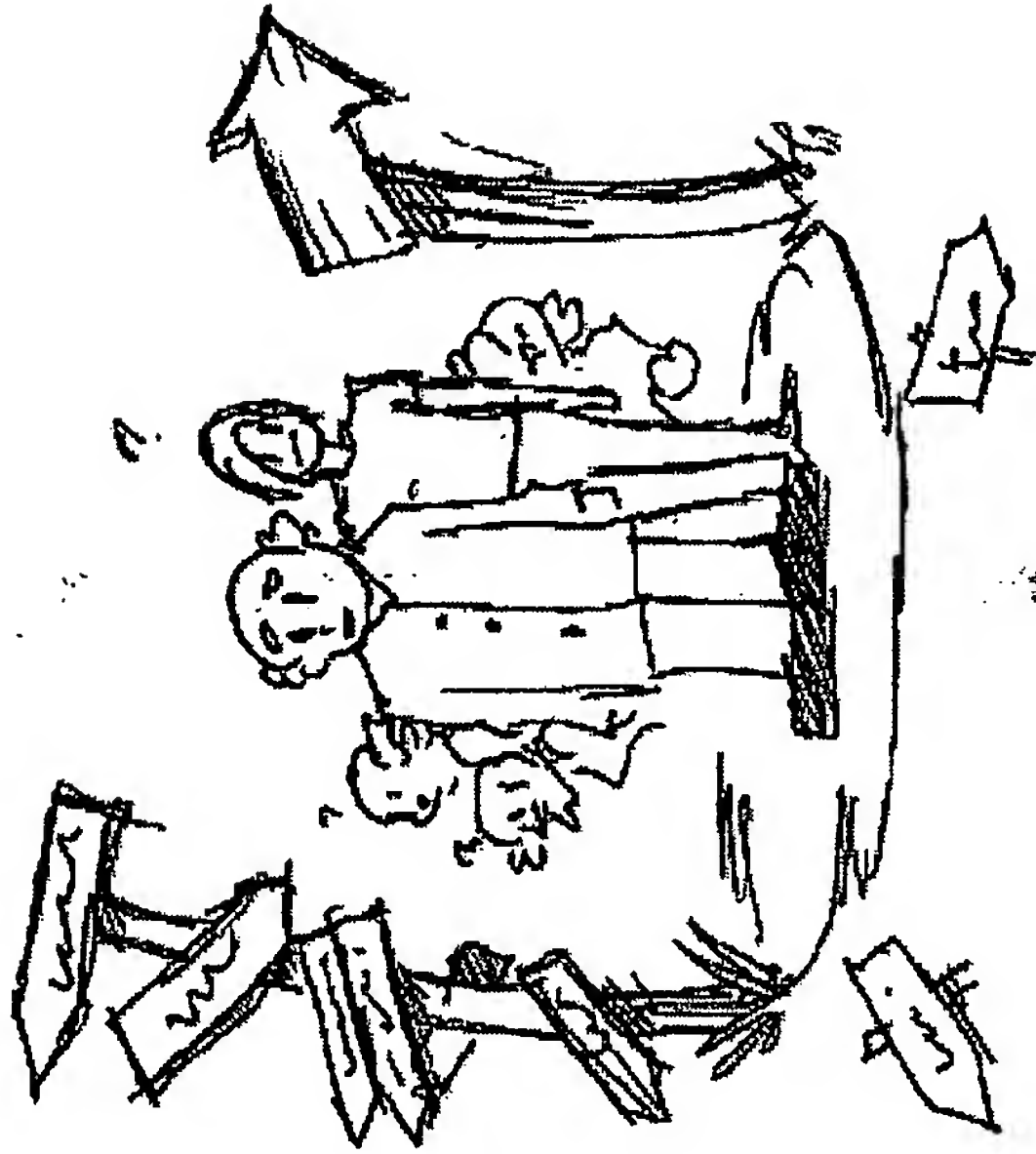




The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.

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Despite so many frustrating  
and annoying online  
shopping experiences,  
consumers still want to shop  
online. (stat/study reference)

But they want changes in the e-  
commerce marketplace.

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FIG. 44 G1



If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

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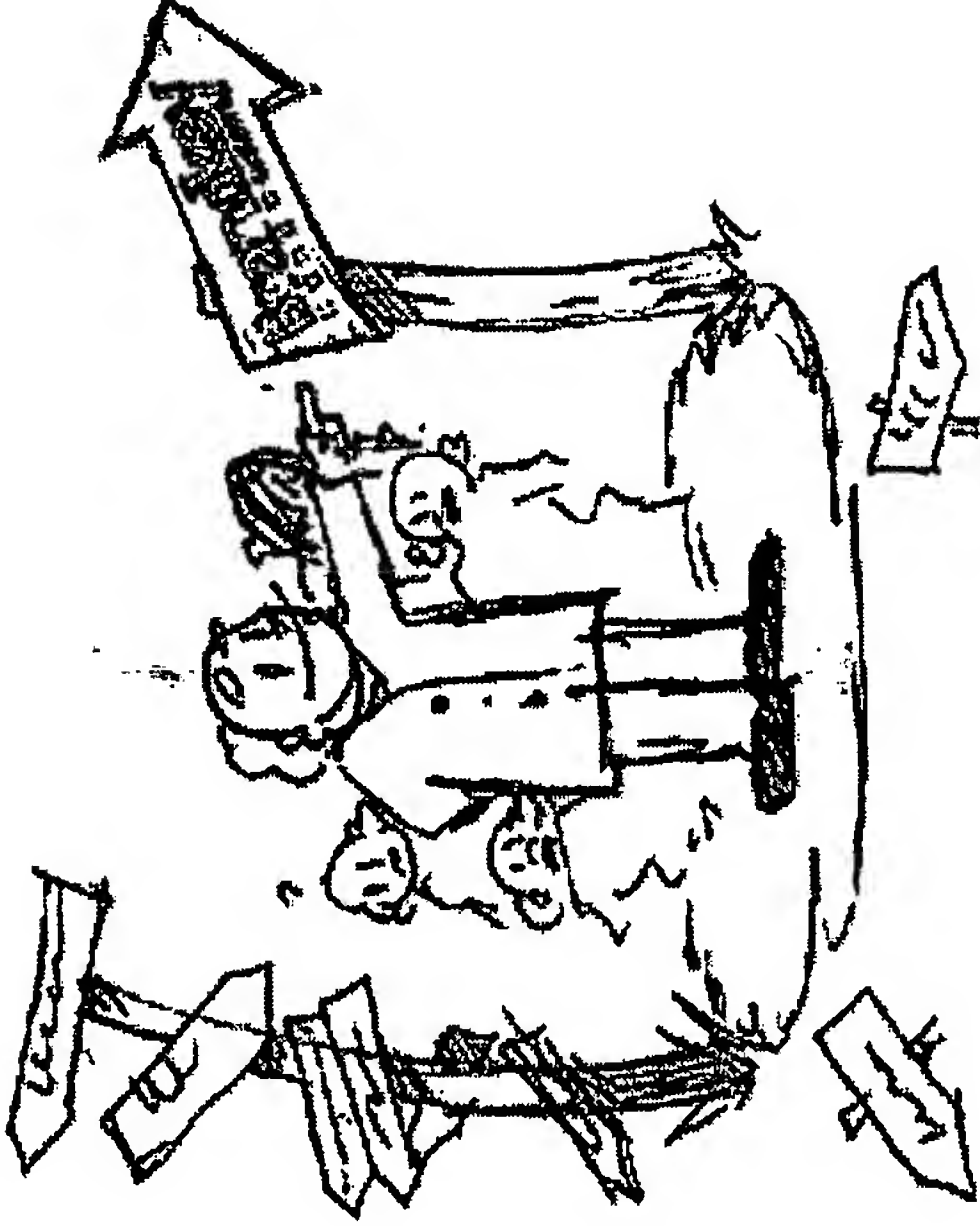


FIG. 44G2

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Brand managers need a new,  
far more efficient and effective  
way of delivering their brand  
building information to the  
consumer.

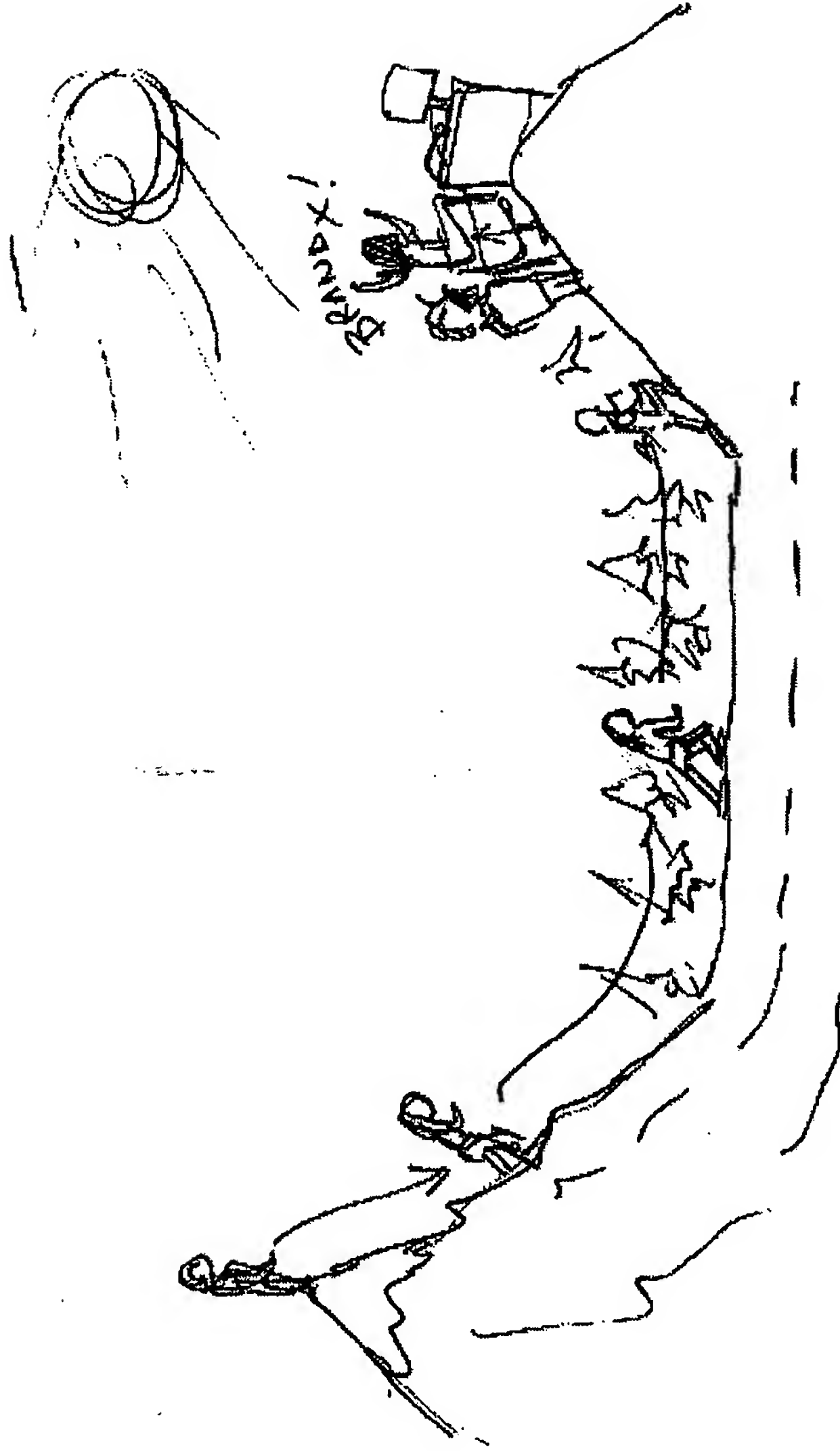


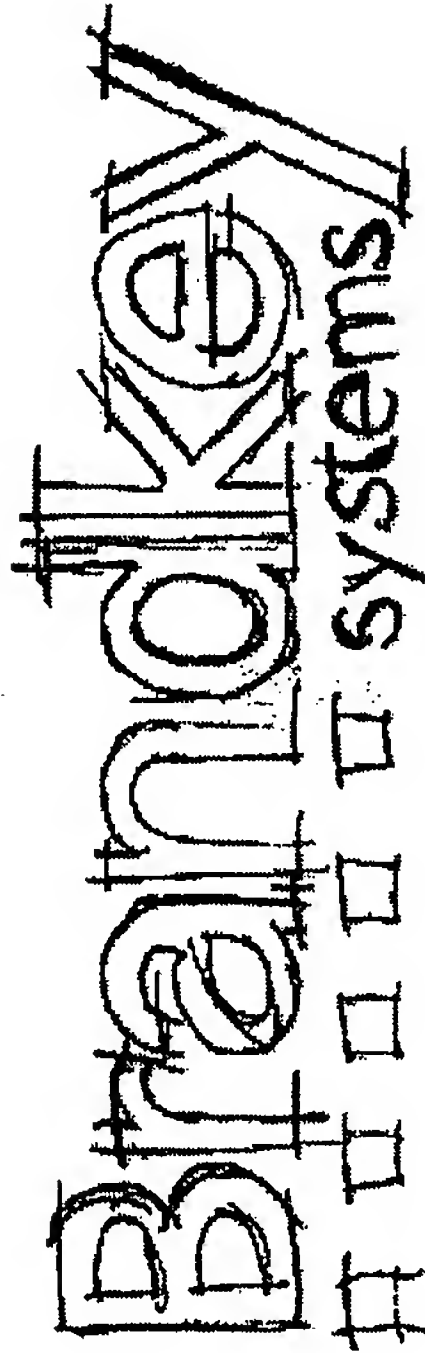
FIG. 4493

The Brandkey™ Solution

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FIG. 44H1



Brandkey Systems™ has  
developed a revolutionary  
Internet-based Network which  
solves the online communication  
problems experienced by brand  
marketing leaders.

202/1046

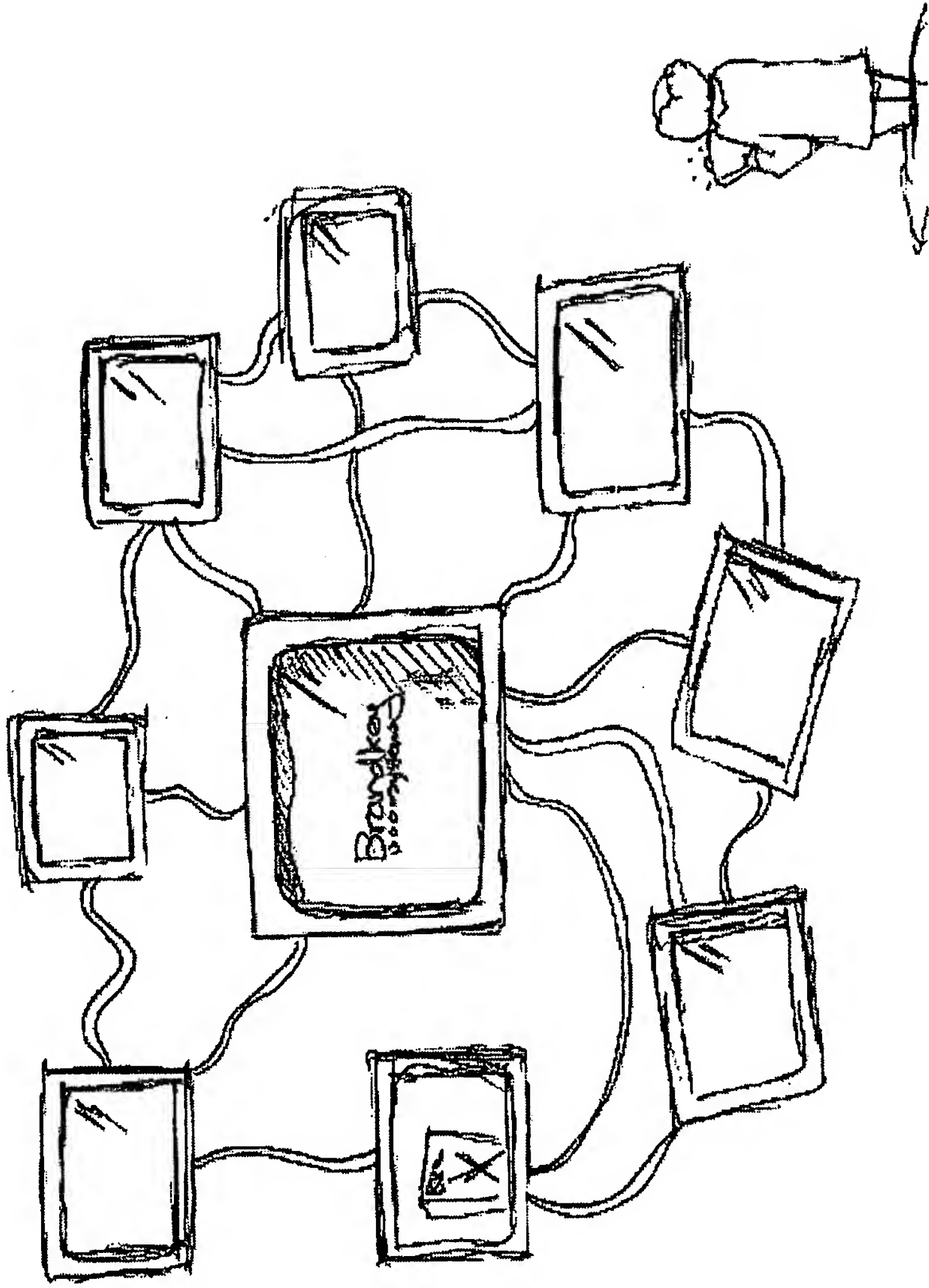
FIG. 44 HZ

# Brandkey ■ ■ ■ systems

Brandkey Systems™ has developed a revolutionary Internet-based network which solves the online communication problem experienced by brand marketing leaders.

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FIG. 44 H3



Brand Management Teams  
communicate brand information and  
messages directly to the consumer  
through Brandkey's Multi-Mode "Virtual  
Kiosks" ...

... that consumers can access whenever  
- and wherever - they happen to be on  
the Web.

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Fig. 44I1

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Brandkey Systems™  
Multi-Mode Virtual Kiosks  
allow brand managers to  
quickly communicate a  
multi-dimensional  
picture of a brand to the  
consumer through three  
programmable display  
modes:

- (1) Advertising Display Mode
- (2) Promotional Display Mode
- (3) Brand information Network Display Mode

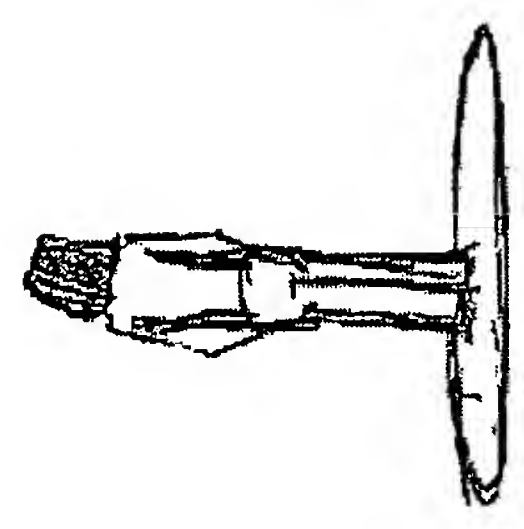
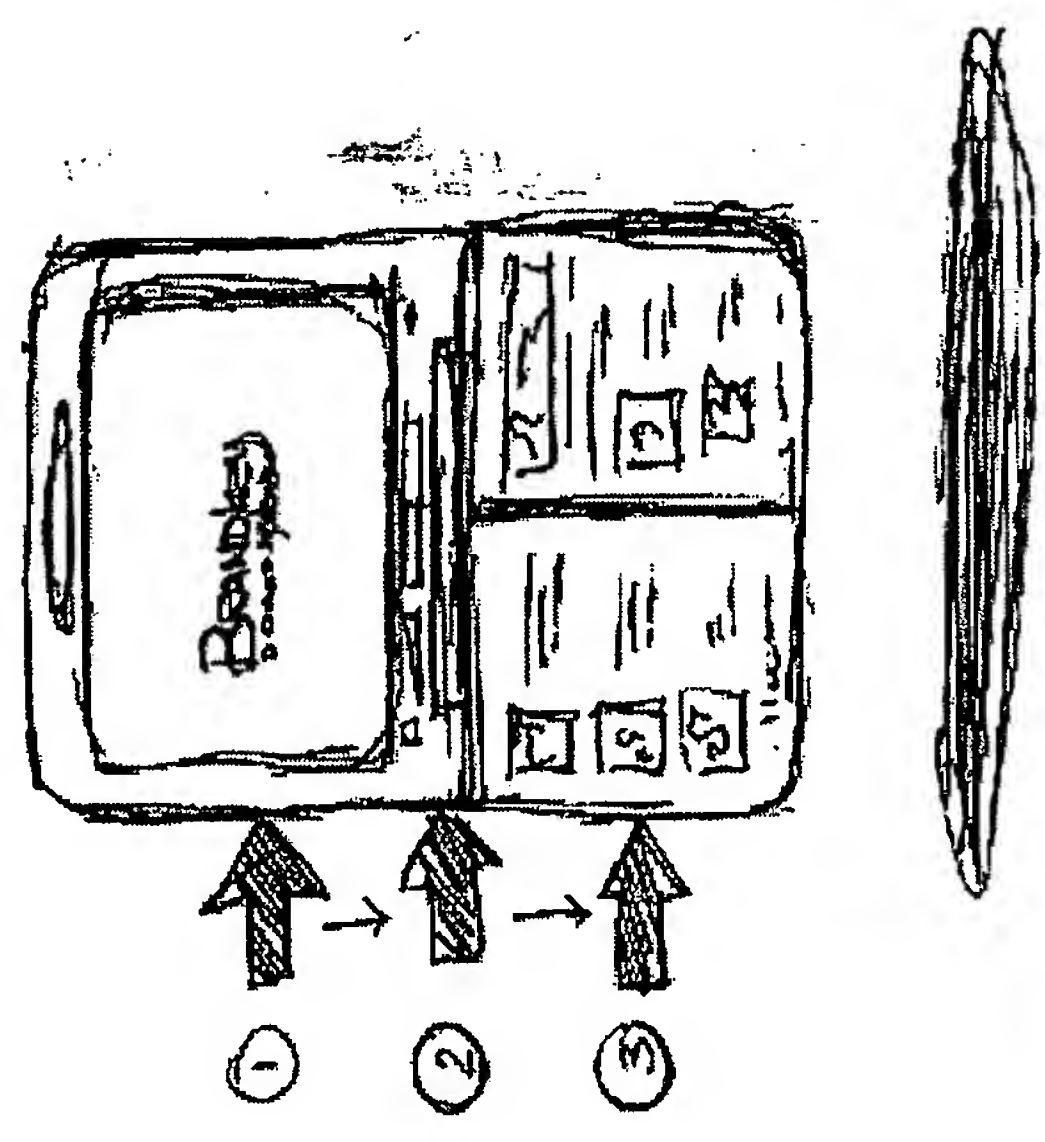
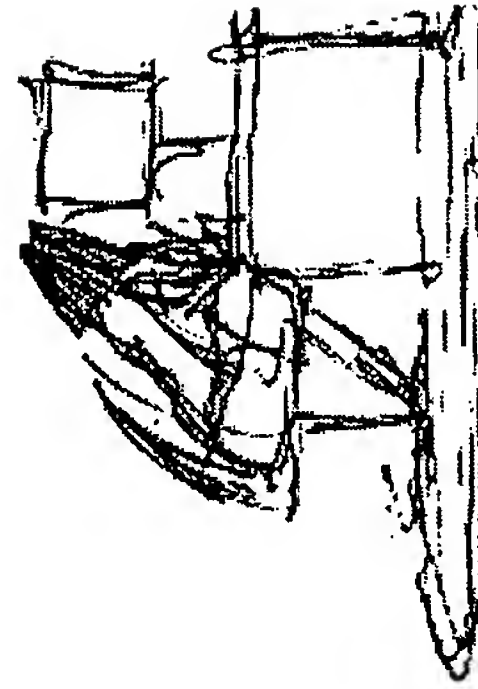


FIG. 44I2





During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

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FIG. 44 I 3

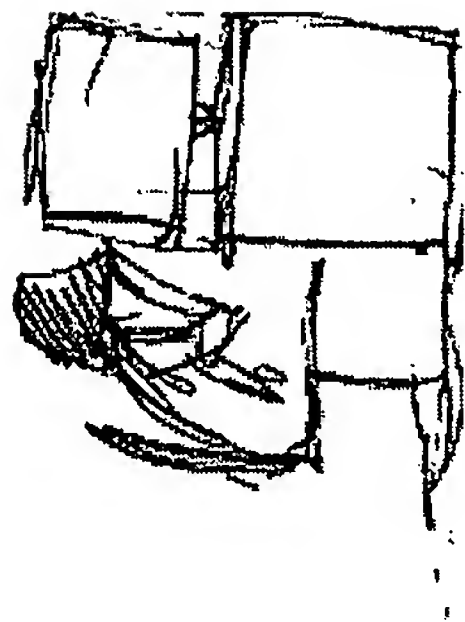
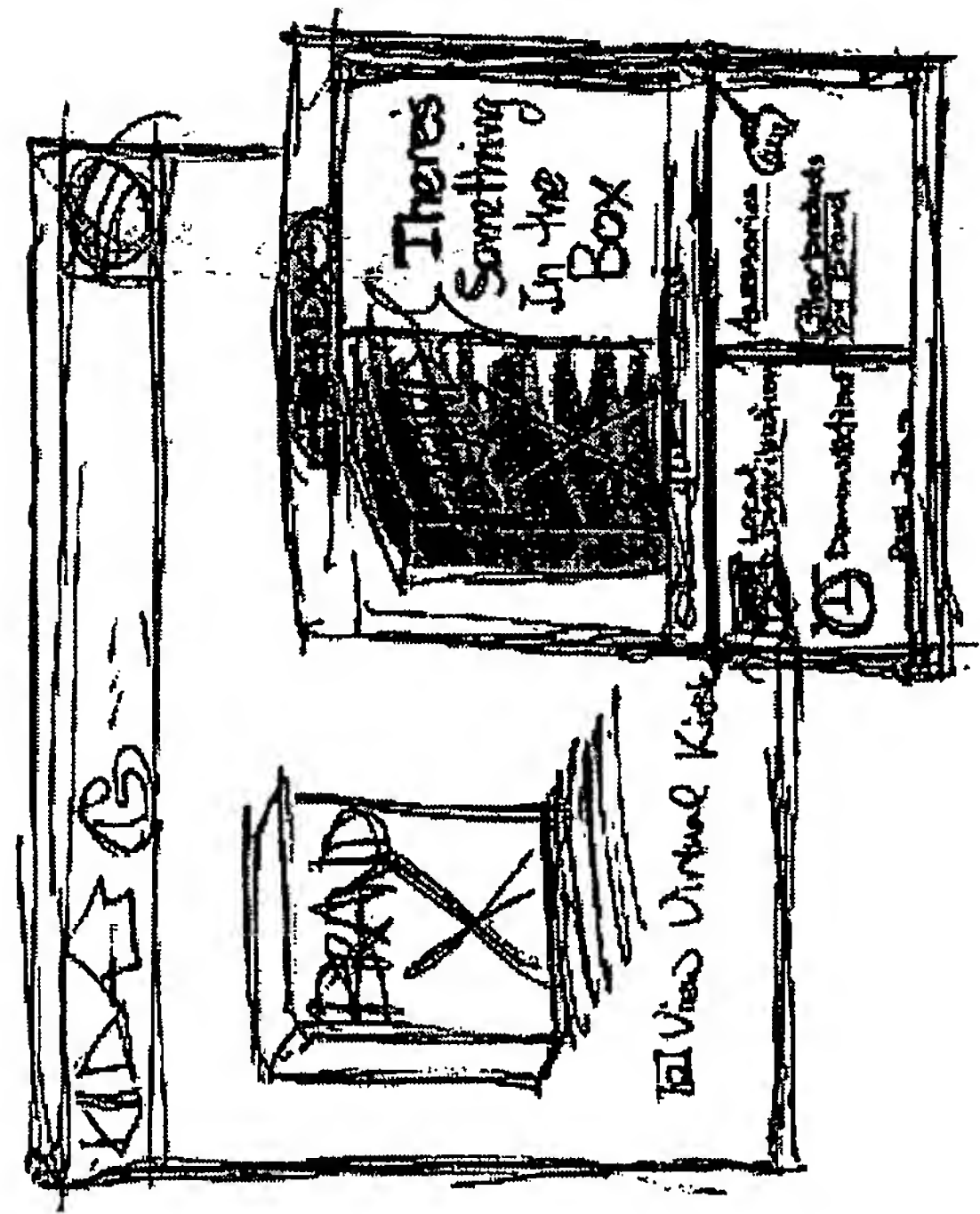


In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.

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FIG. 44I4



In the final Brand Information Network Display Mode, the Virtual Kiosk displays a menu of brand-building information resource links which is designed to develop rich message associations that build the consumer's image of the brand that is consistent with brand marketing objectives

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FIG 44I5

Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) **Desktop Computers**
- 2) **WiFi-enabled Portable  
Devices**
- 3) **Physical Retail Kiosks**
- 4) **ATMs**
- 5) **Interactive Television Sets**
- 6) **PDA's and Cell Phones**



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FIG. 44J1

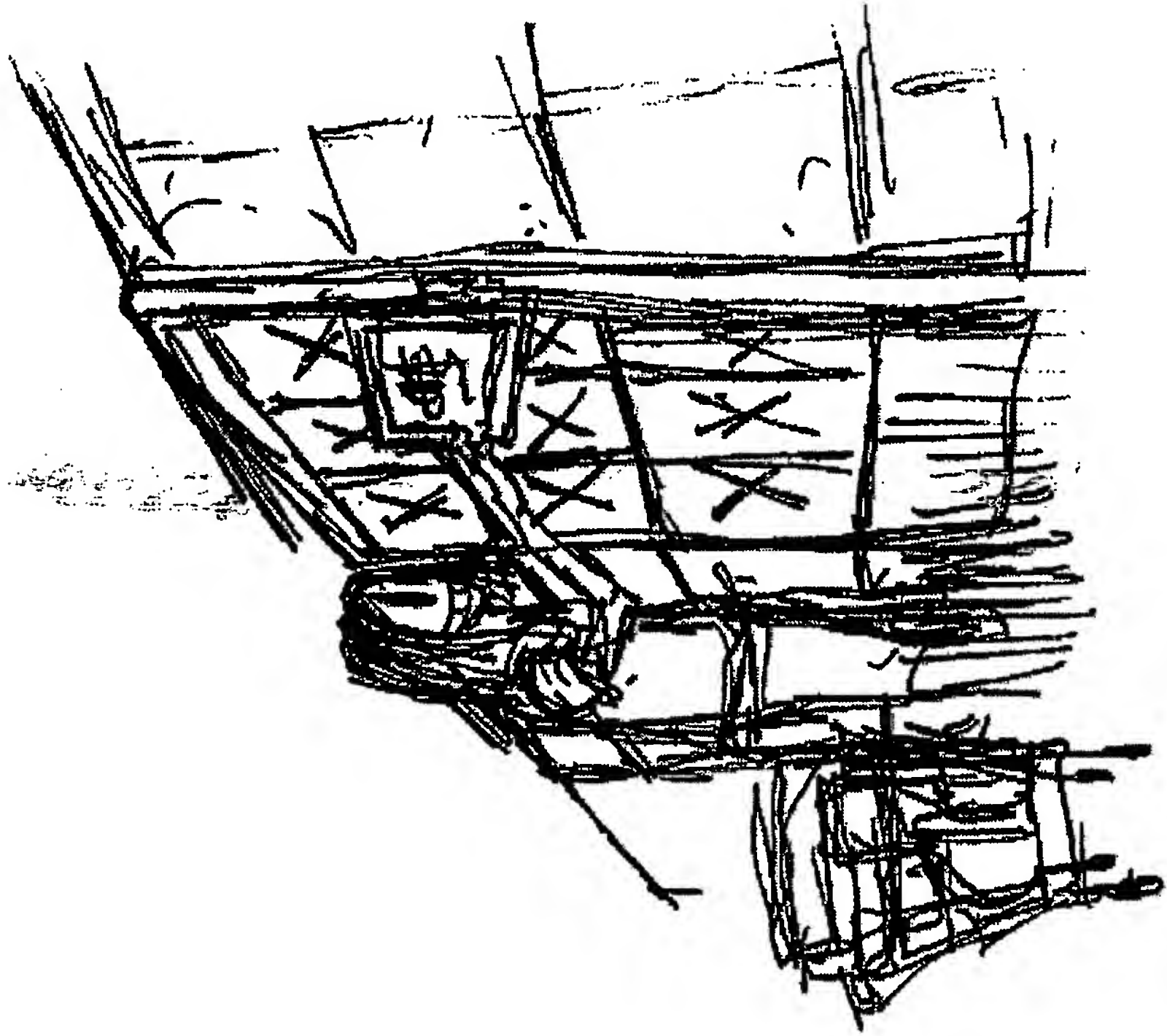


Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) **WiFi-enabled Portable  
Devices**
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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FIG. 44 J 2

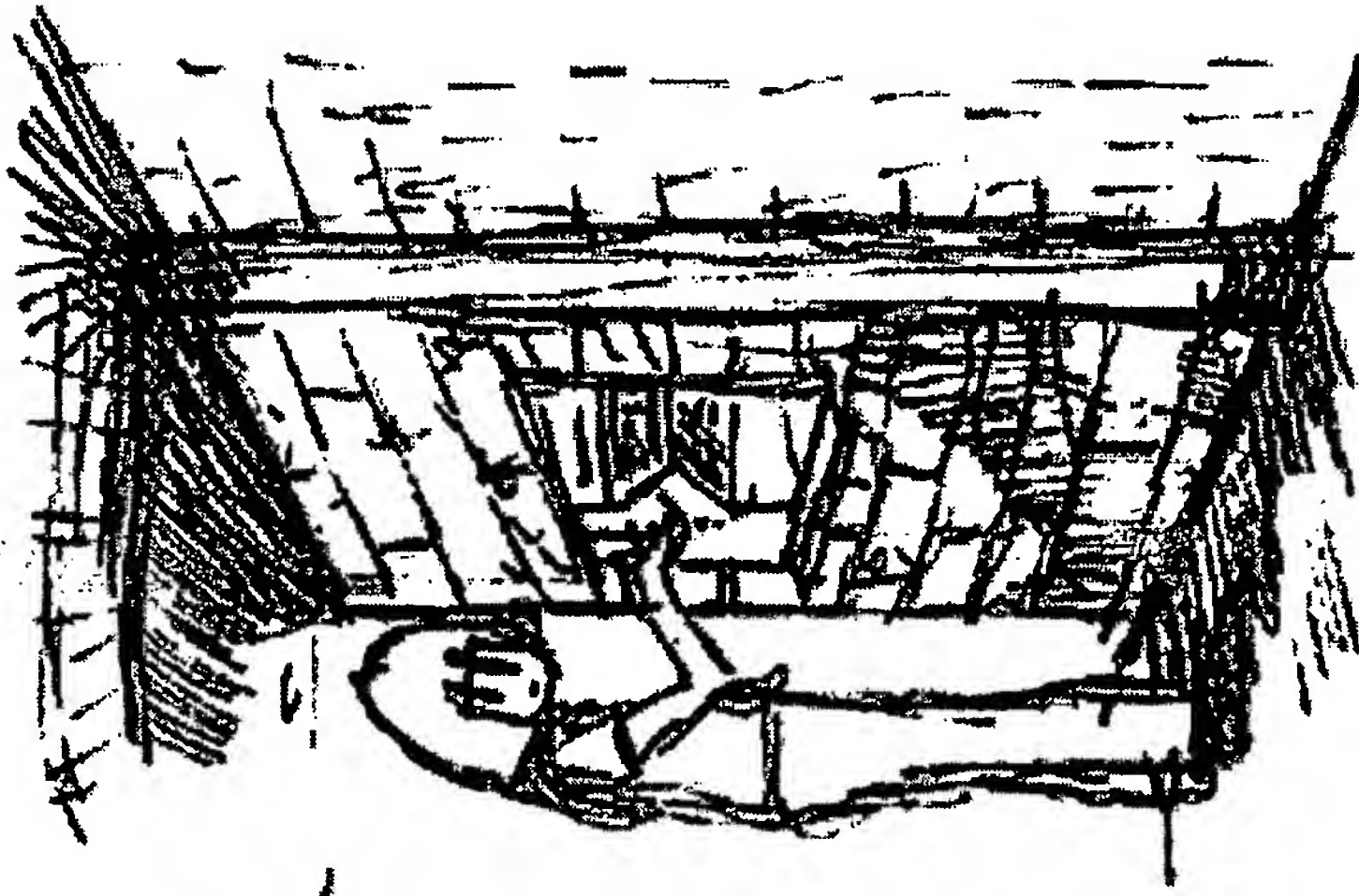


Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable  
Devices
- 3) **A retail store's physical  
kiosks**
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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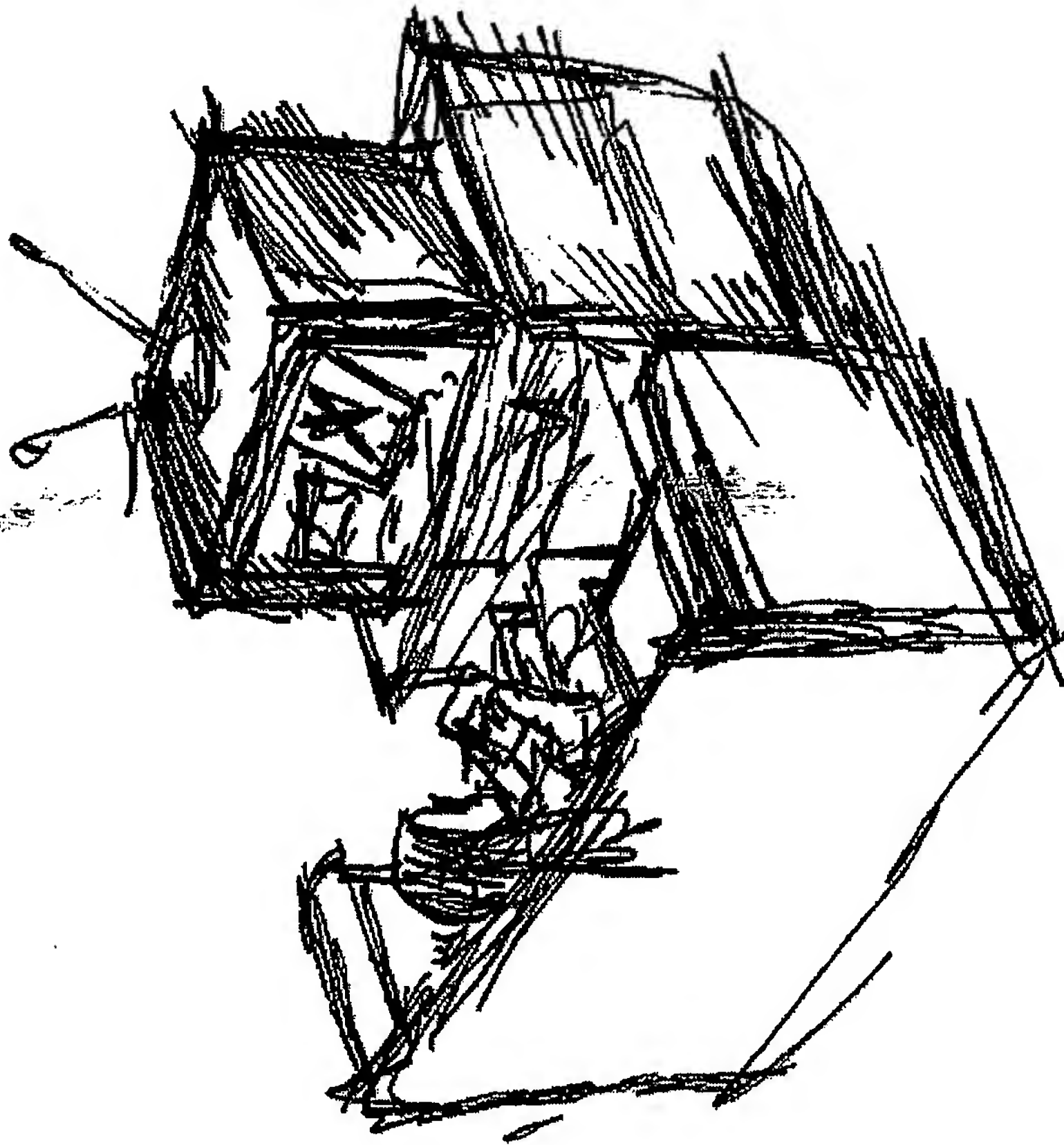
Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable  
Devices
- 3) Physical Retail Kiosks
- 4) **ATMs**
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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FIG. 44J4





Consumers can access Brandkey Systems  
Multi-Mode Virtual Kiosks through :

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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FIG. 44J5

Consumers can access Brandkey Systems  
Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



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At each of these Consumer Touchpoints, Brand Management Teams have the option of delivering their Brands' Multi-Mode Virtual Kiosks through a number of different Launch Environments....

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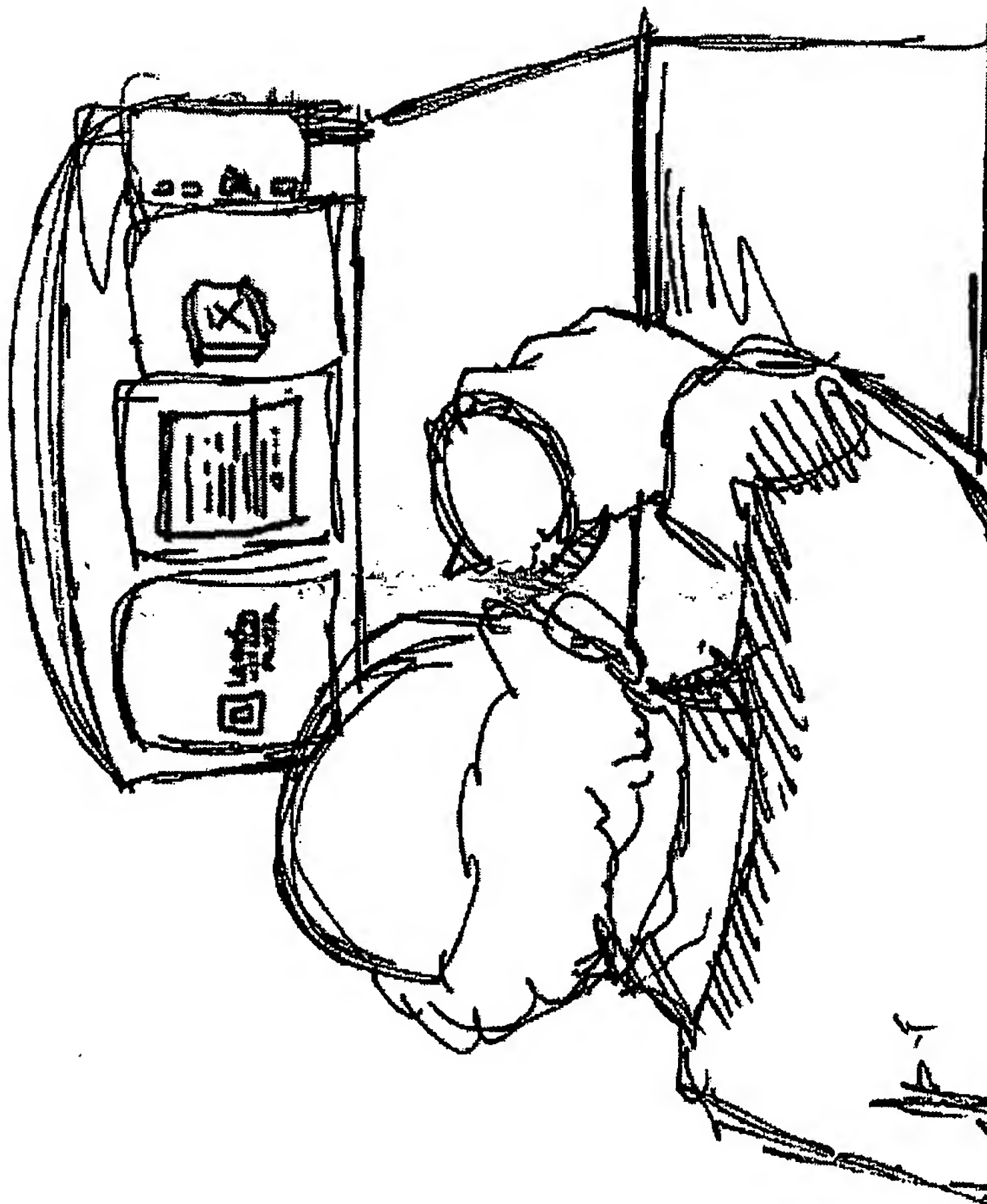
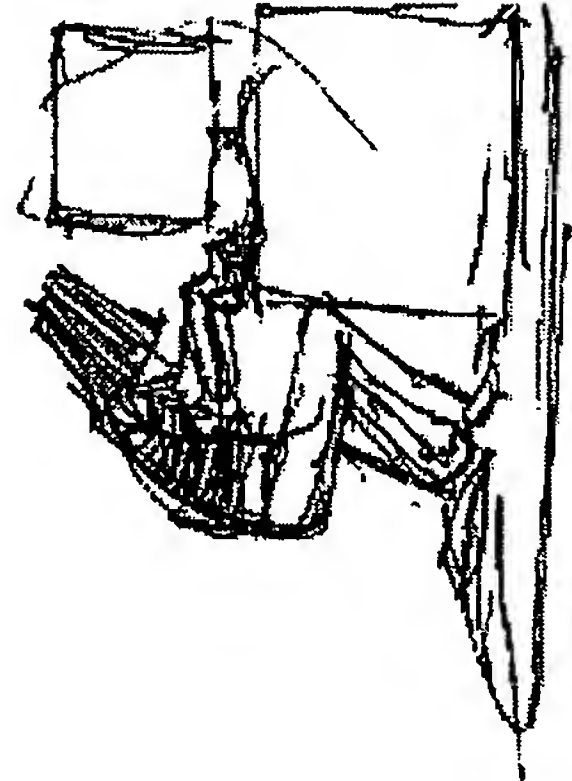
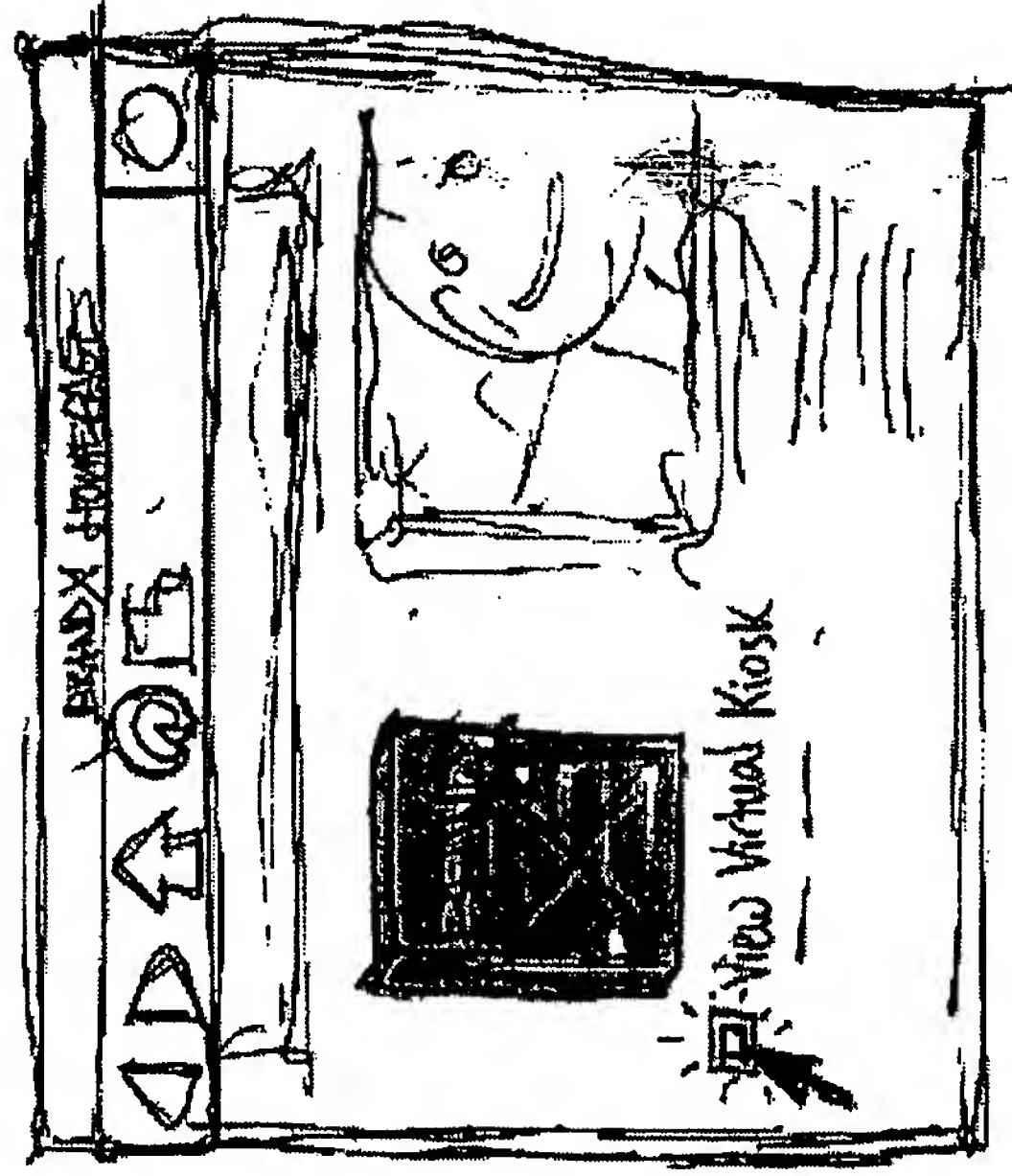


FIG. 44K



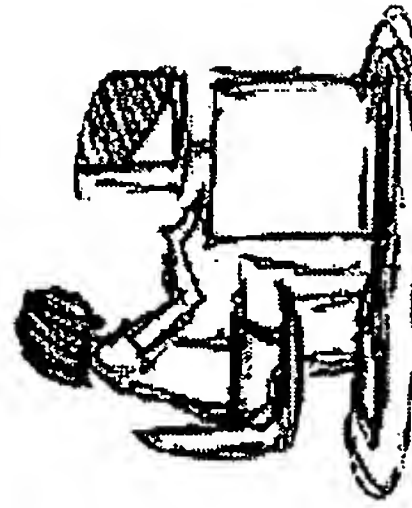
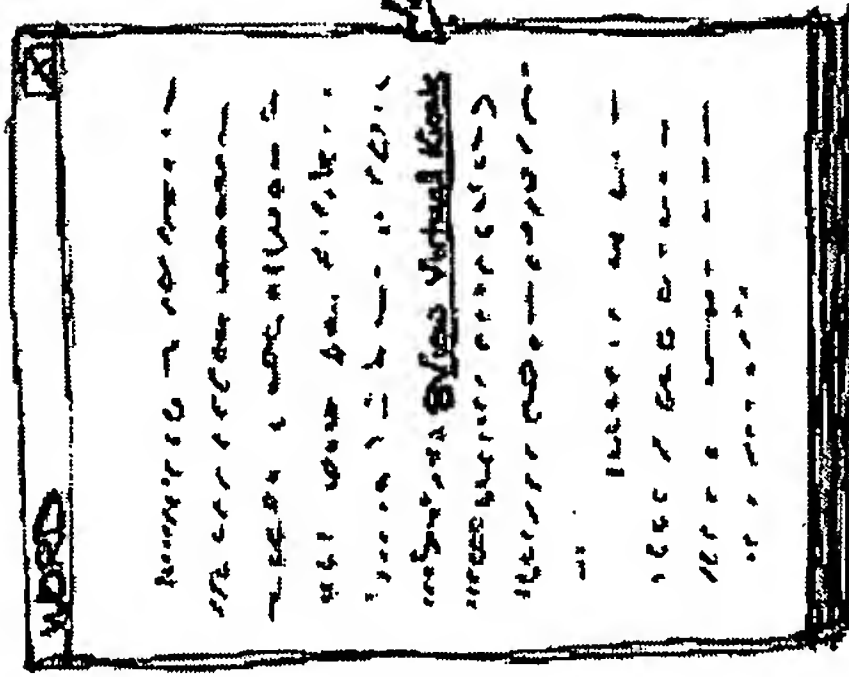
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Such Launch Environments include:

- 1) **Brandkey Systems™ Virtual Kiosk Launch Buttons**
- 2) **HTML-Encoded Documents**
- 3) **HTML-Encoded Images**
- 4) **HTML-Encoded Desktop Icons**

These allow Brand Management Teams to extend their brand's reach to a wider range of access points on the Web.

FIG. 44K2



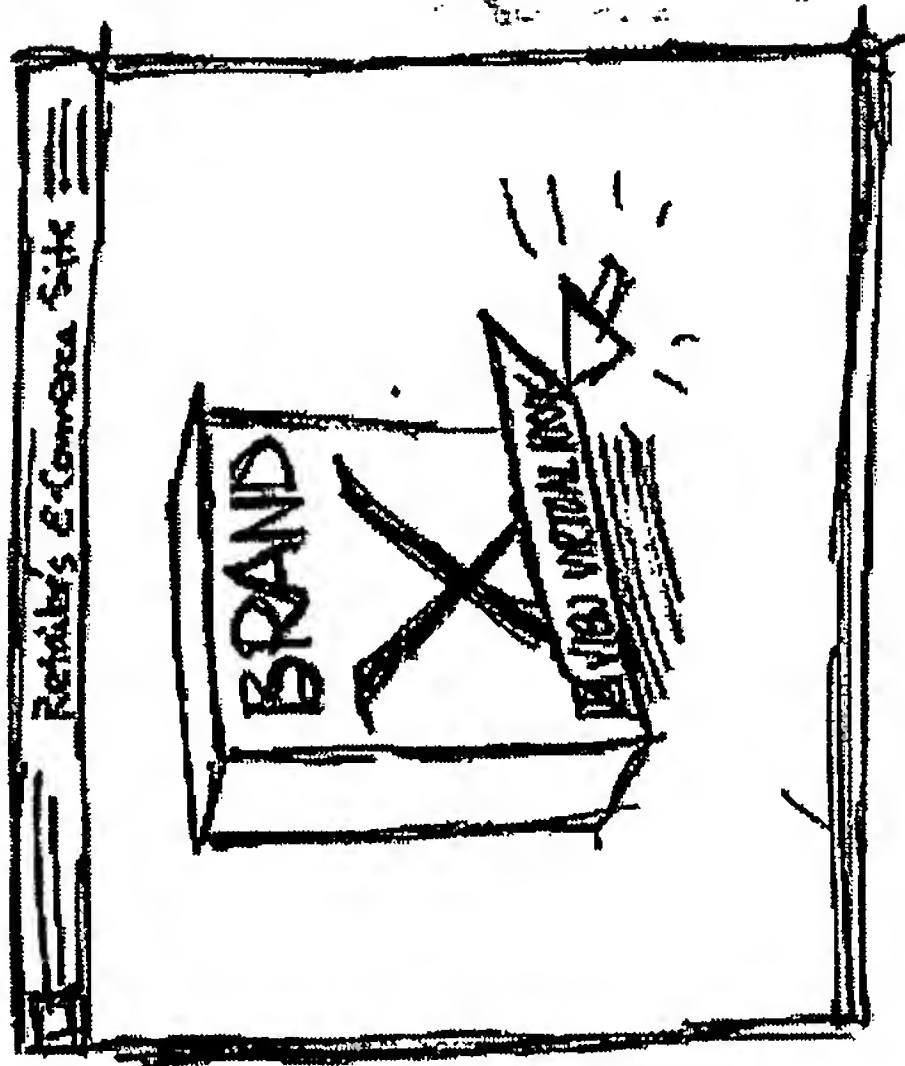
217/1046.

Such Launch Environments  
include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) **HTML-Encoded Documents**
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

FIG. 44K3



Such Launch Environments  
include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) **HTML-Encoded Images**
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

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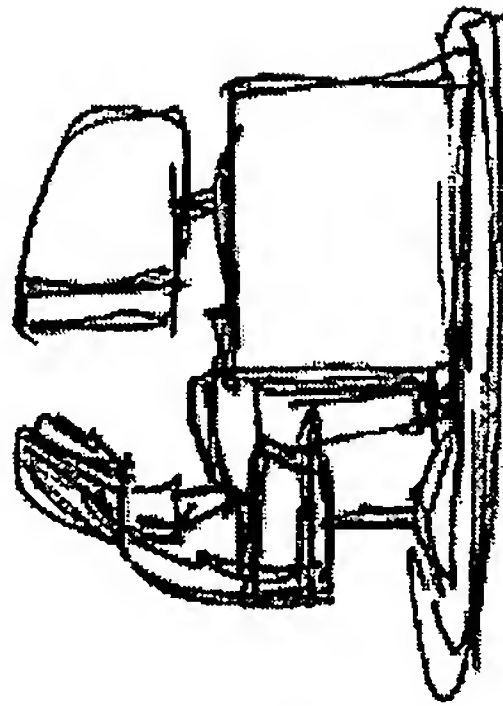
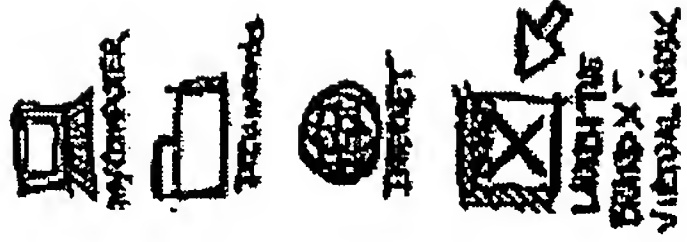


FIG. 44K4



- Such Launch Environments include:
- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
  - 2) HTML-Encoded Documents
  - 3) HTML-Encoded Images
  - 4) **HTML-Encoded Desktop Icons**

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

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**The Brandkey  
Systems Network  
enables brand  
management teams of  
any size and  
arrangement to rise  
above the clutter in the  
Internet marketplace....**

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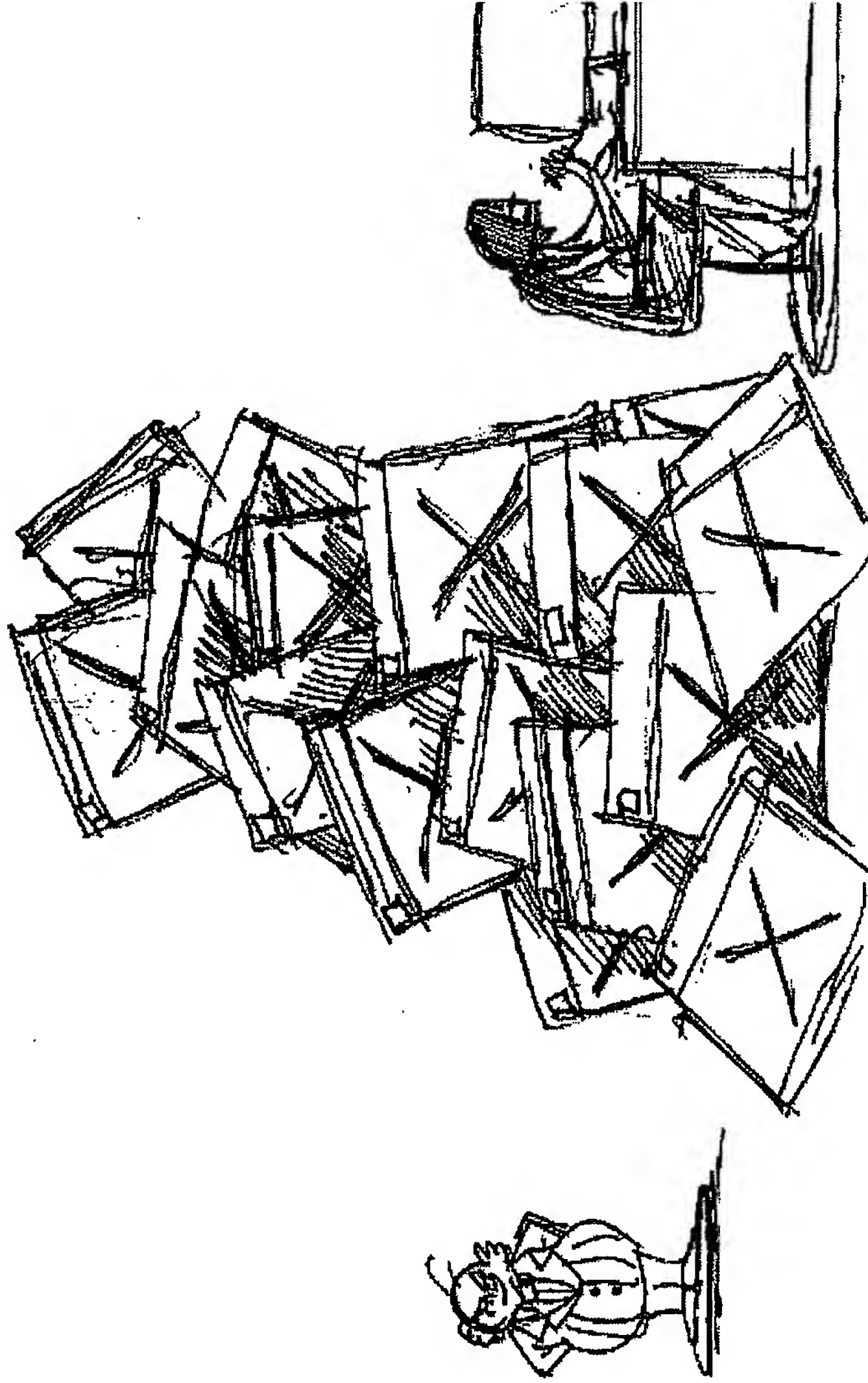


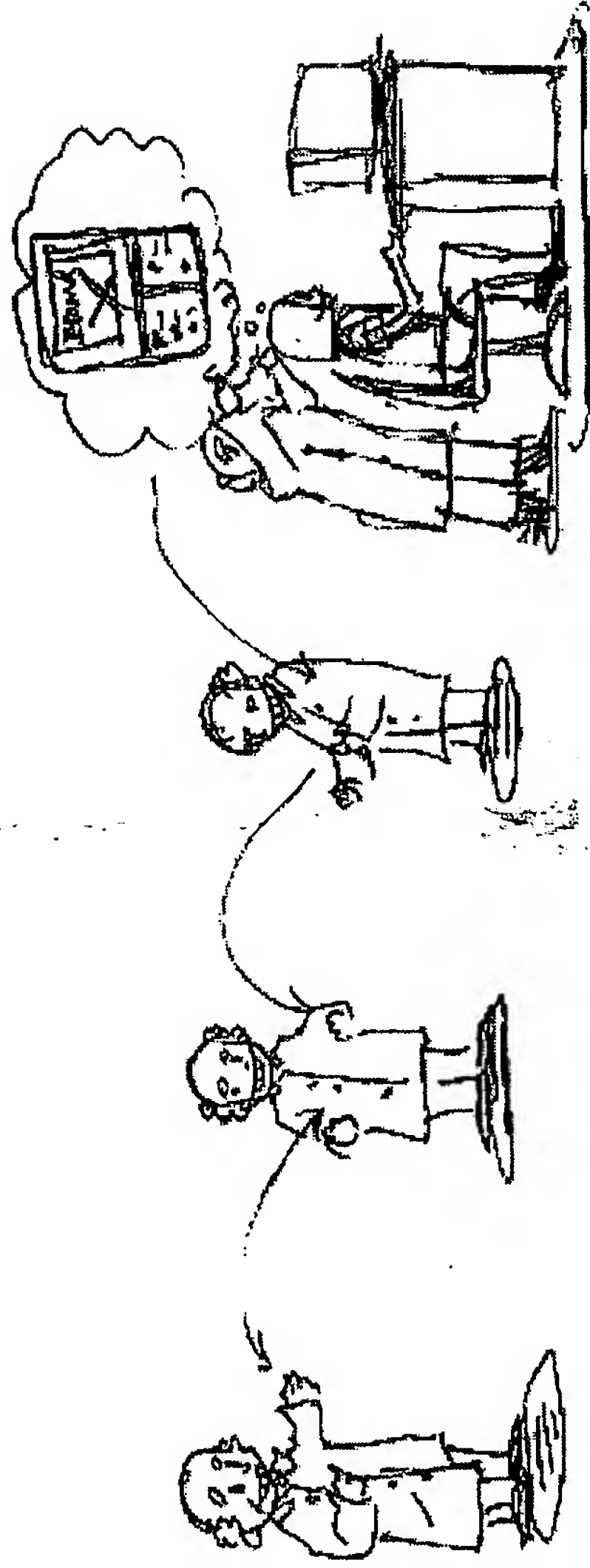
FIG. 44L1

The Brandkey Systems  
Network enables brand  
management teams of  
any size and  
arrangement to rise  
above the clutter in  
the Internet  
marketplace....

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...and communicate the  
essence and character of their  
brands directly to the consumer.

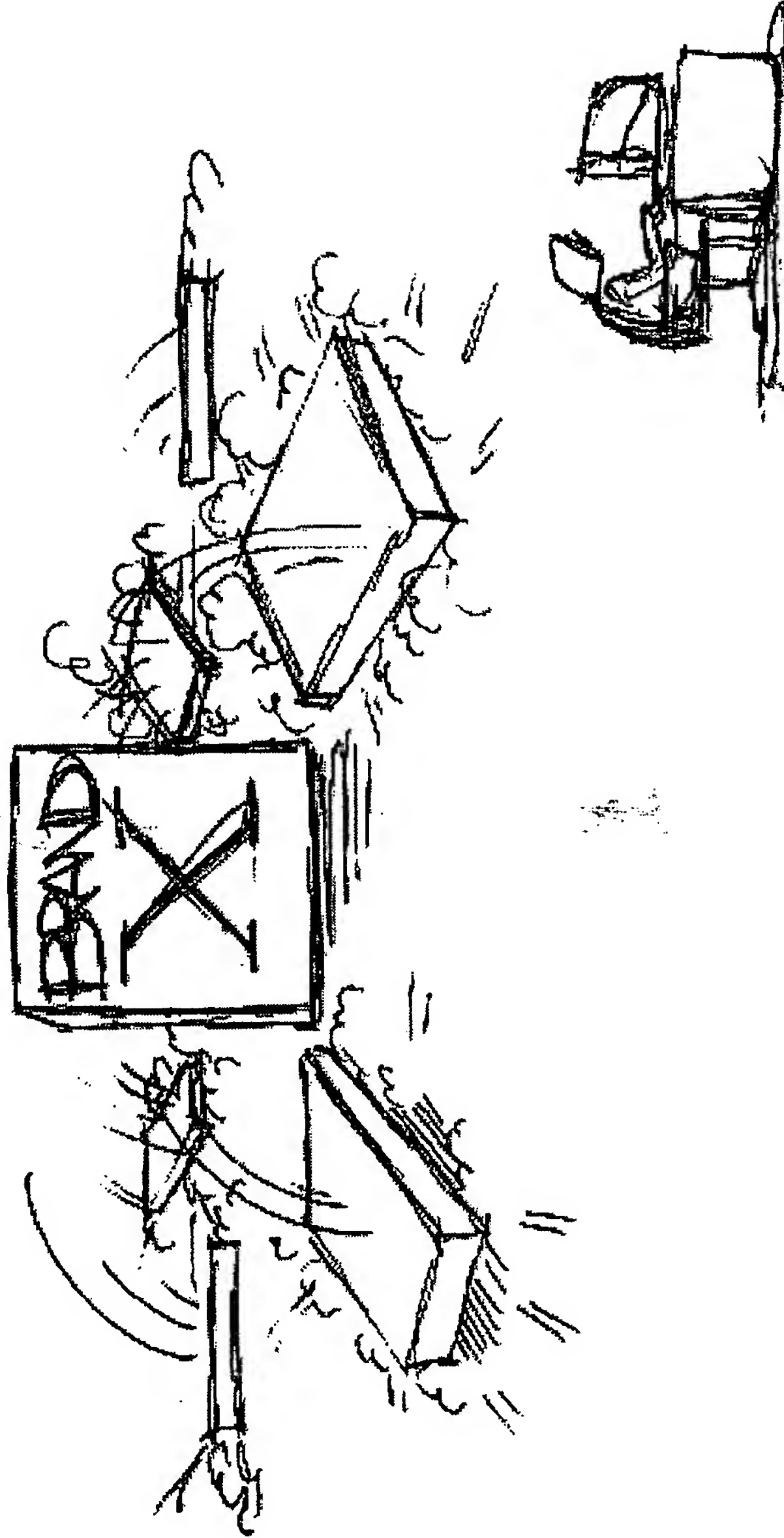


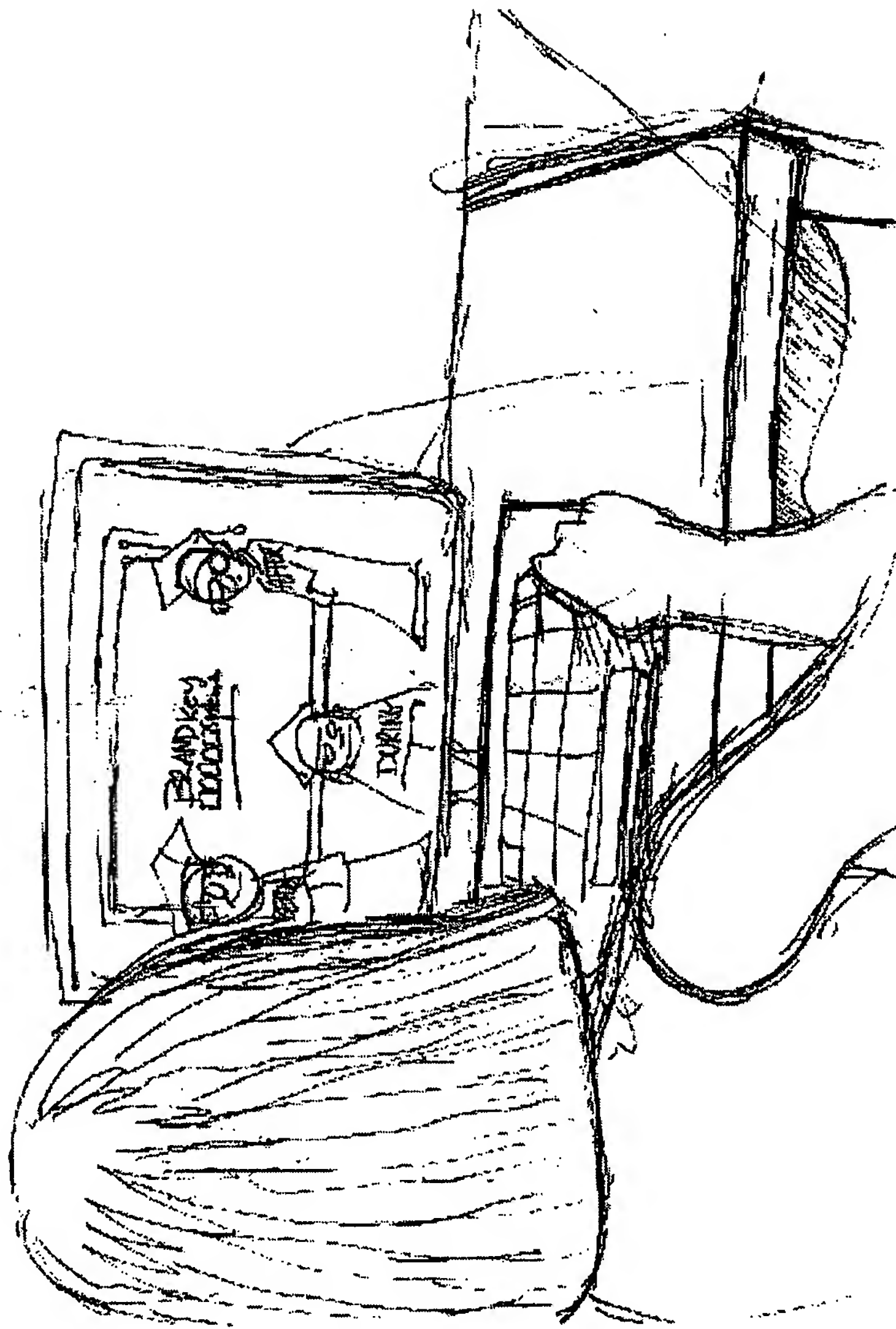
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FIG. 4443

In seconds, consumers can  
obtain a multi-dimensional  
experience of a branded  
product or service...  
without the influence of other  
brands.

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With Brandkey Systems Multi-  
Mode Virtual Kiosks so simple  
and easy to access, consumers  
can be more effectively educated  
about brands than ever before  
online and gain a full experience  
of a brand...

... so that they develop strong  
preferences for them.

22a/1046

FIG. 4445

Consumer brand images are  
now aligned with the team's  
intended brand marketing  
objectives.

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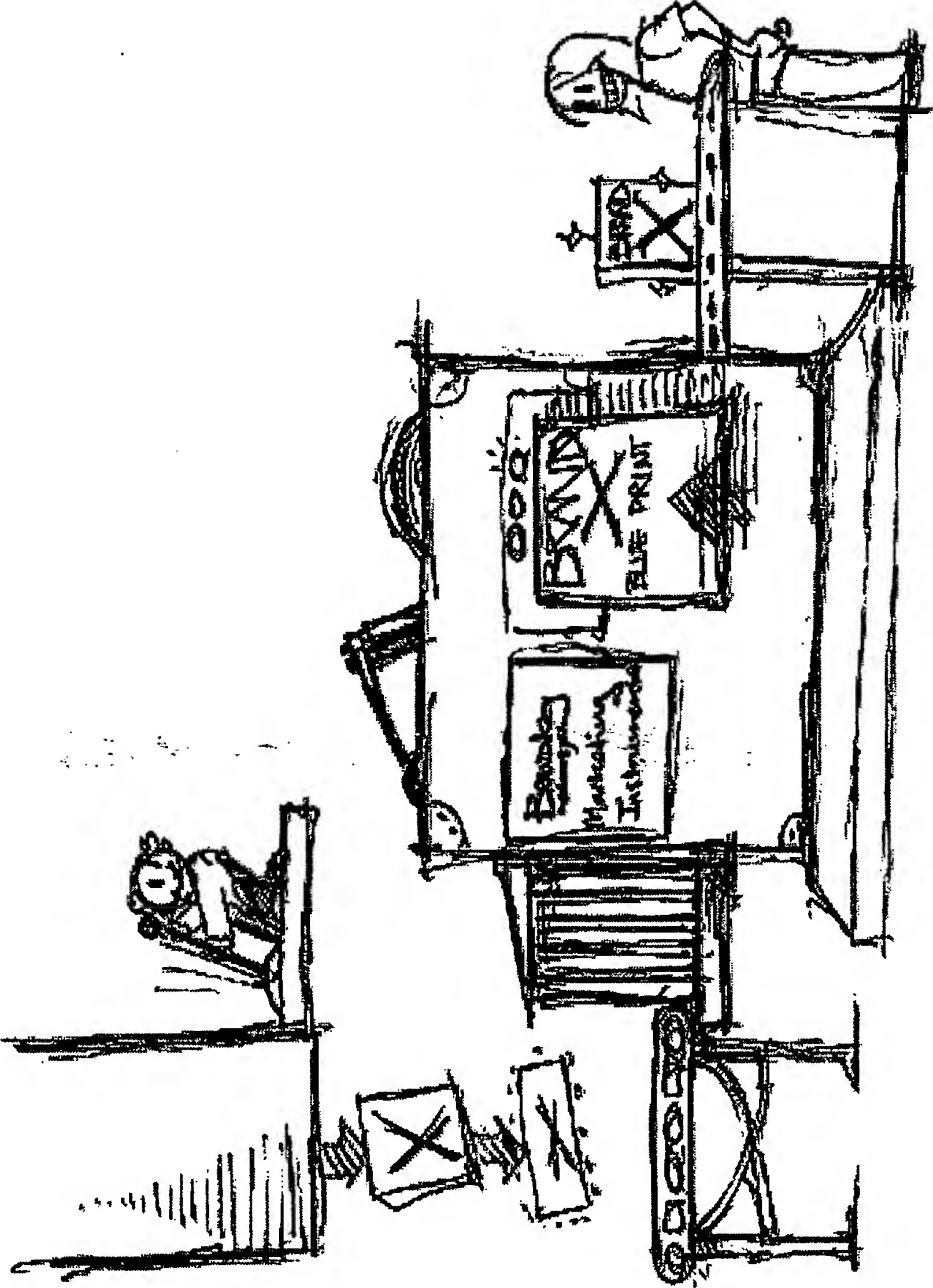
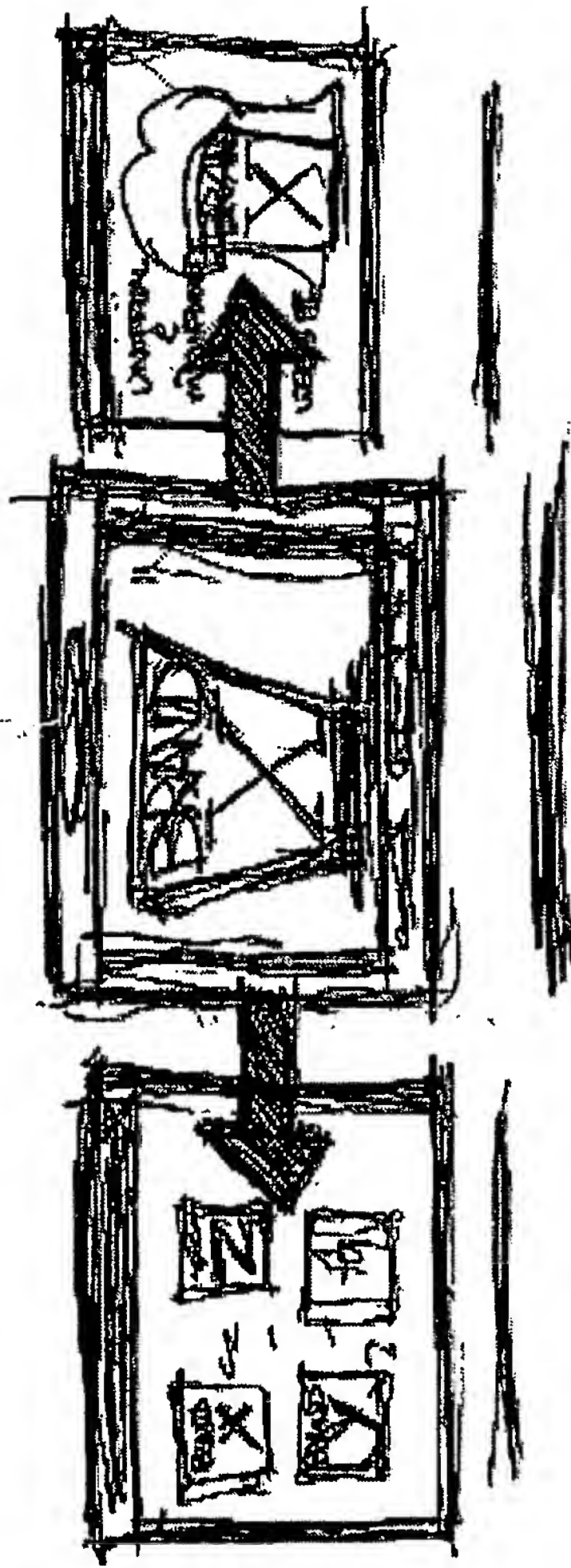
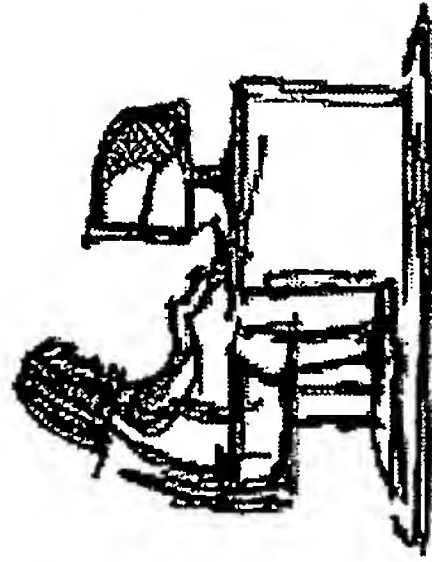


FIG. 4446



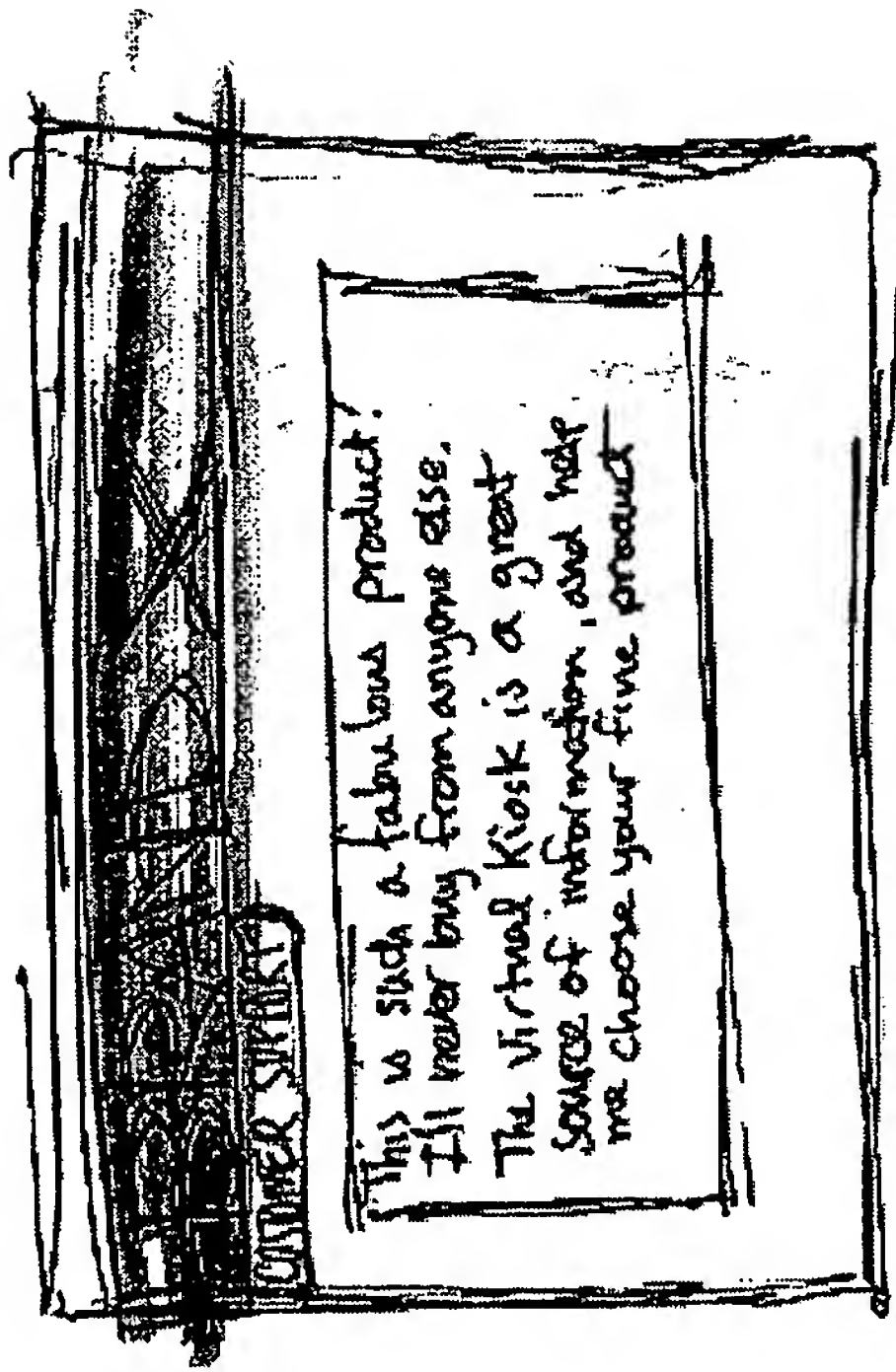
And consumers no longer  
need to wander off to other  
websites in search of brand-  
related information.



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FIG. 44L7





This can only lead to increased levels of customer loyalty and retention for the brand.

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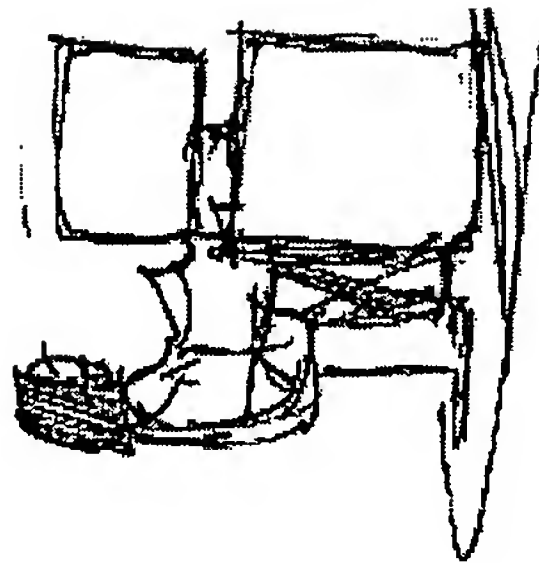
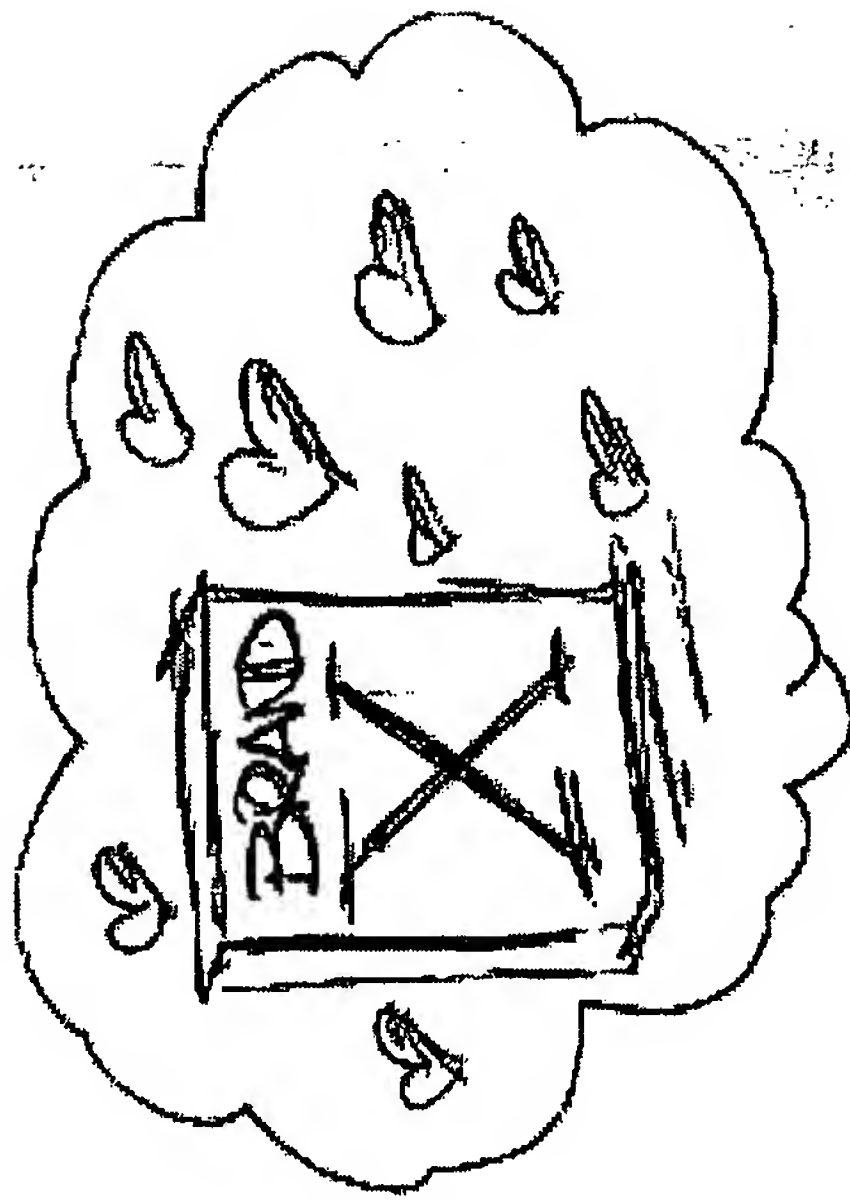
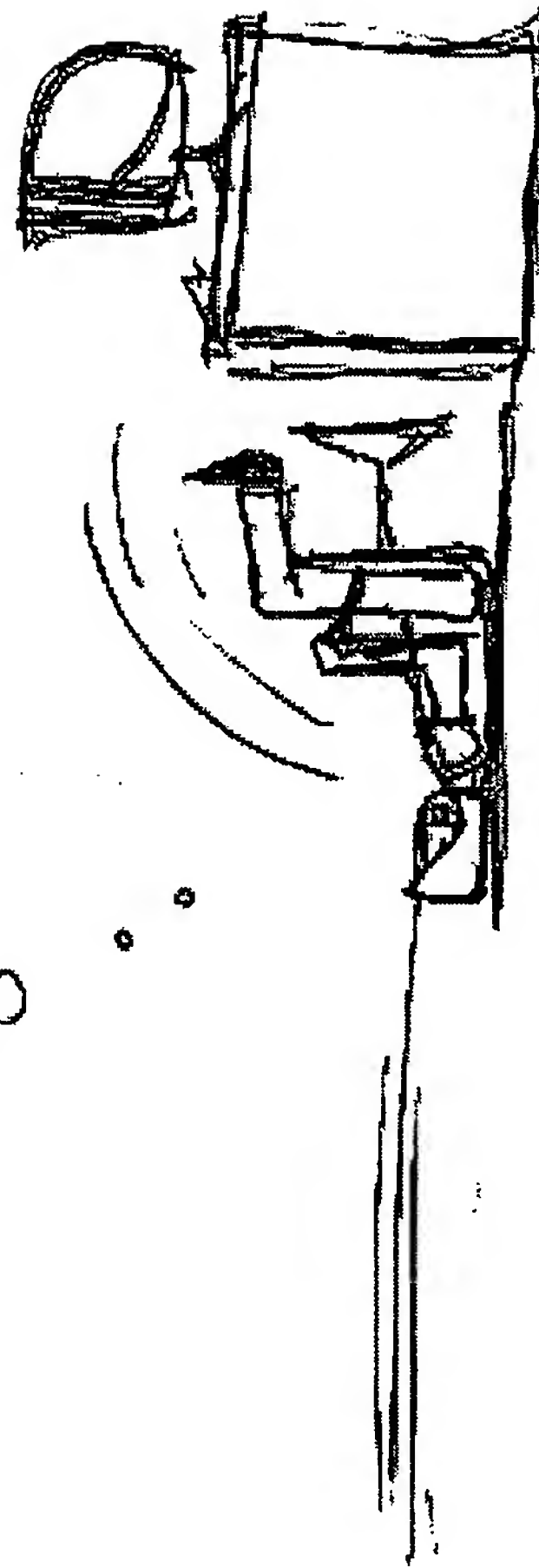


FIG. 44L8

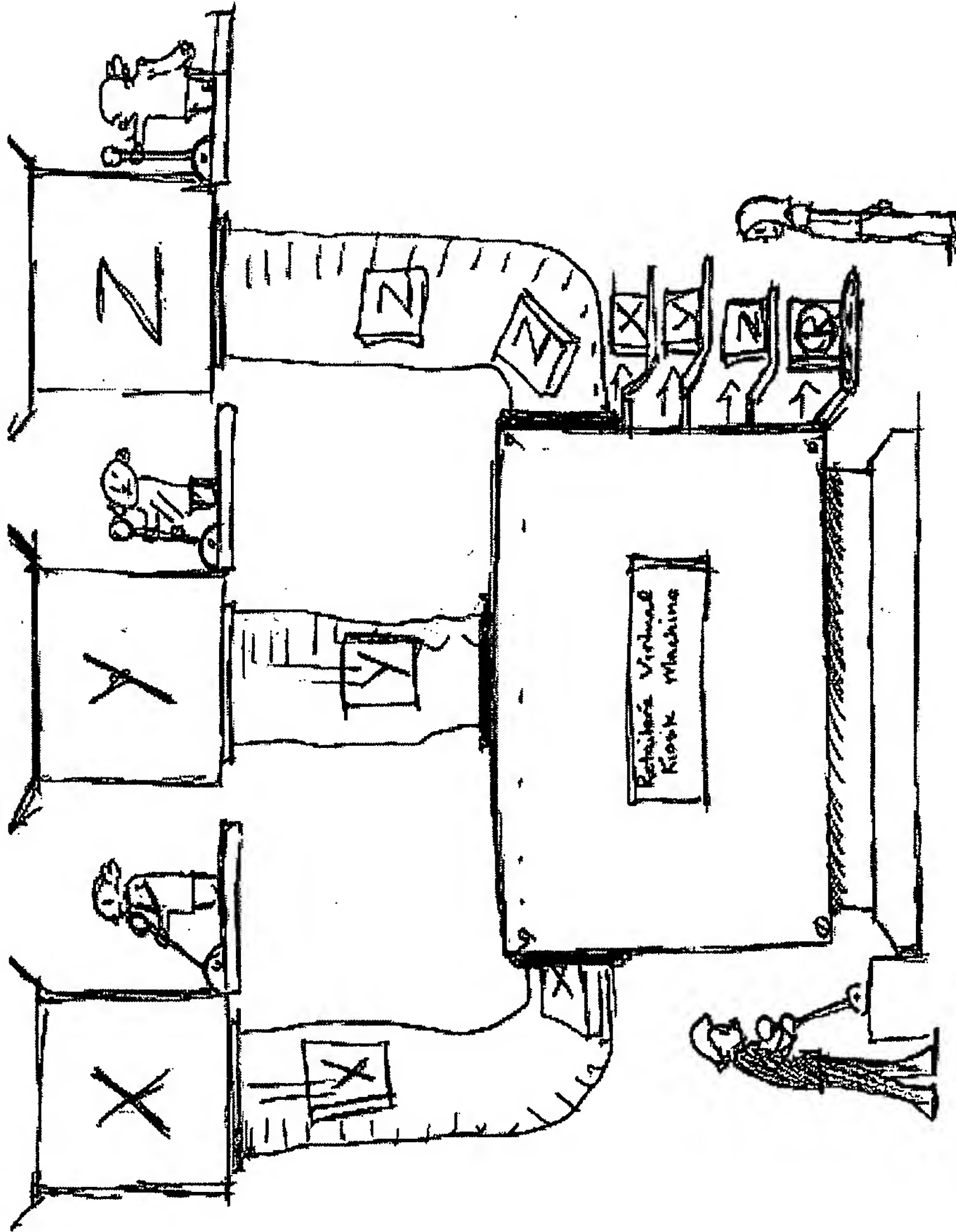


Online brand marketers can now  
create and deliver high-impact brand  
marketing campaigns.



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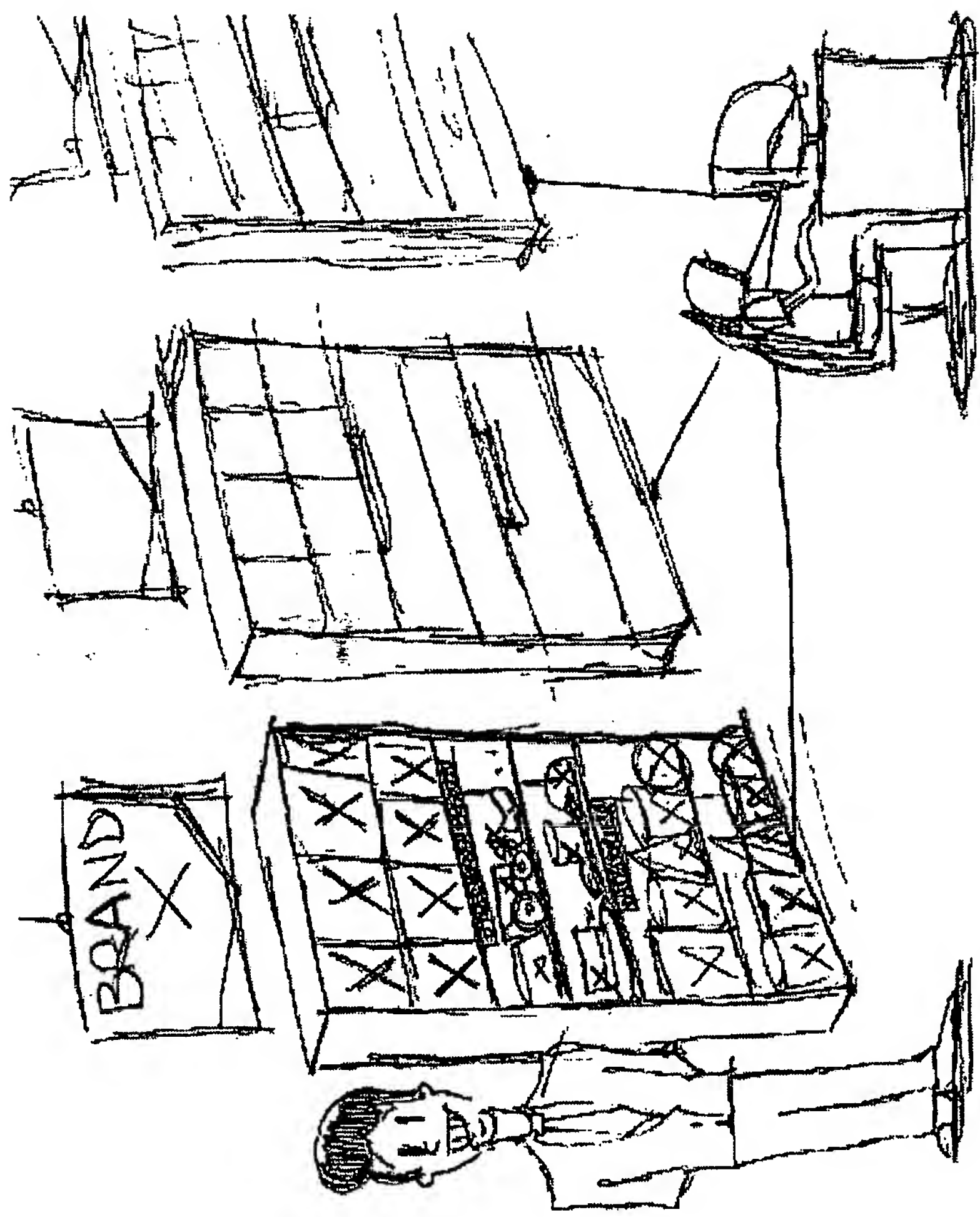
FIG. 4449



Retailers can build e-commerce sites which communicate its vendors' intended brand images while preserving their own.

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FIG. 44 L10

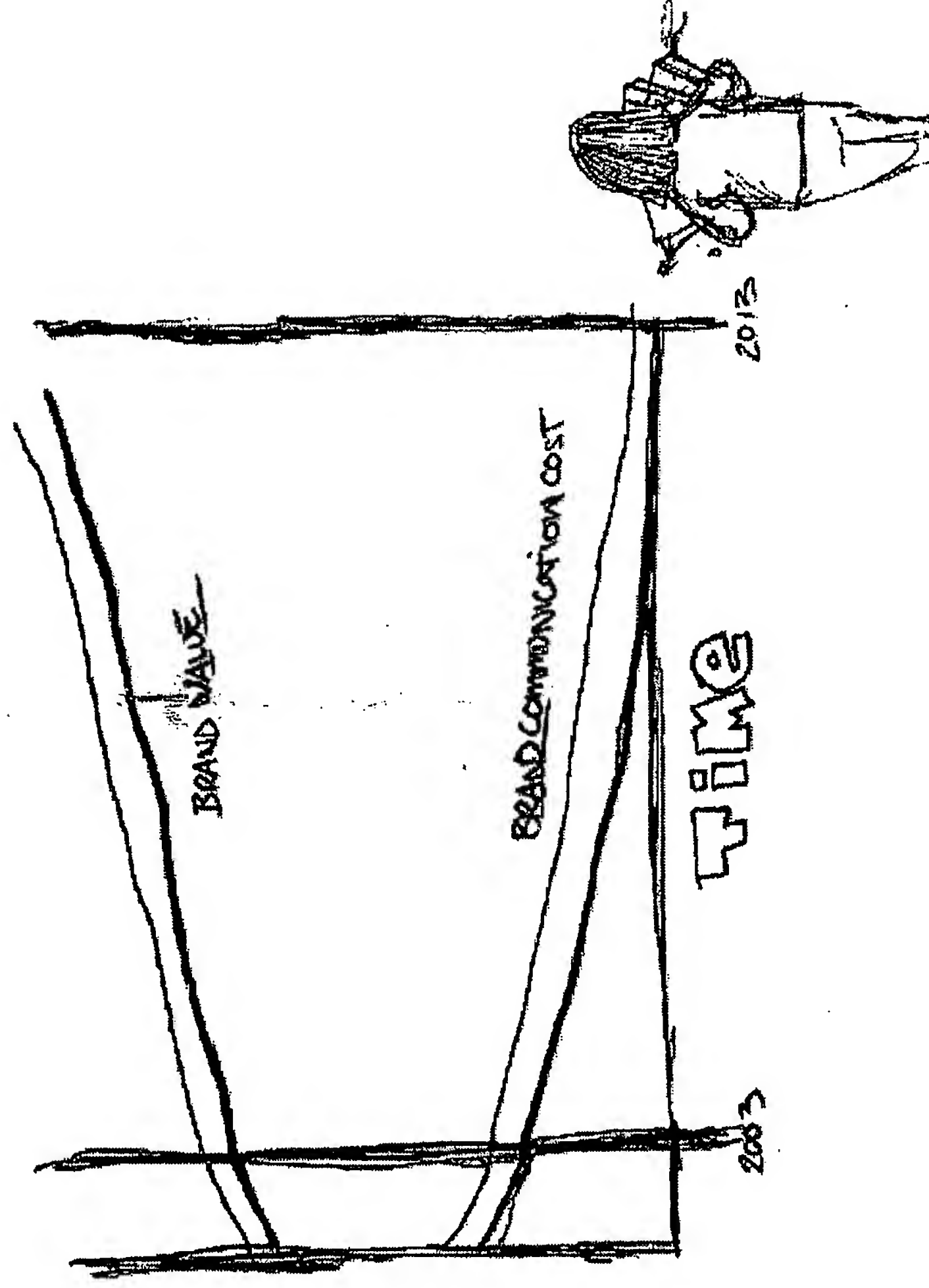


Retailers can more efficiently  
use the virtual shelf-space on  
their Websites.

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FIG. 44211

By more efficiently using Brand  
Building Information Resources,  
marketing costs decrease, as  
Brand Value and Equity  
increase, thereby improving  
Profits.



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FIG. 44L12

By creating new levels of Brand Value and Experience, the durability of all serviced Brands can be extended.

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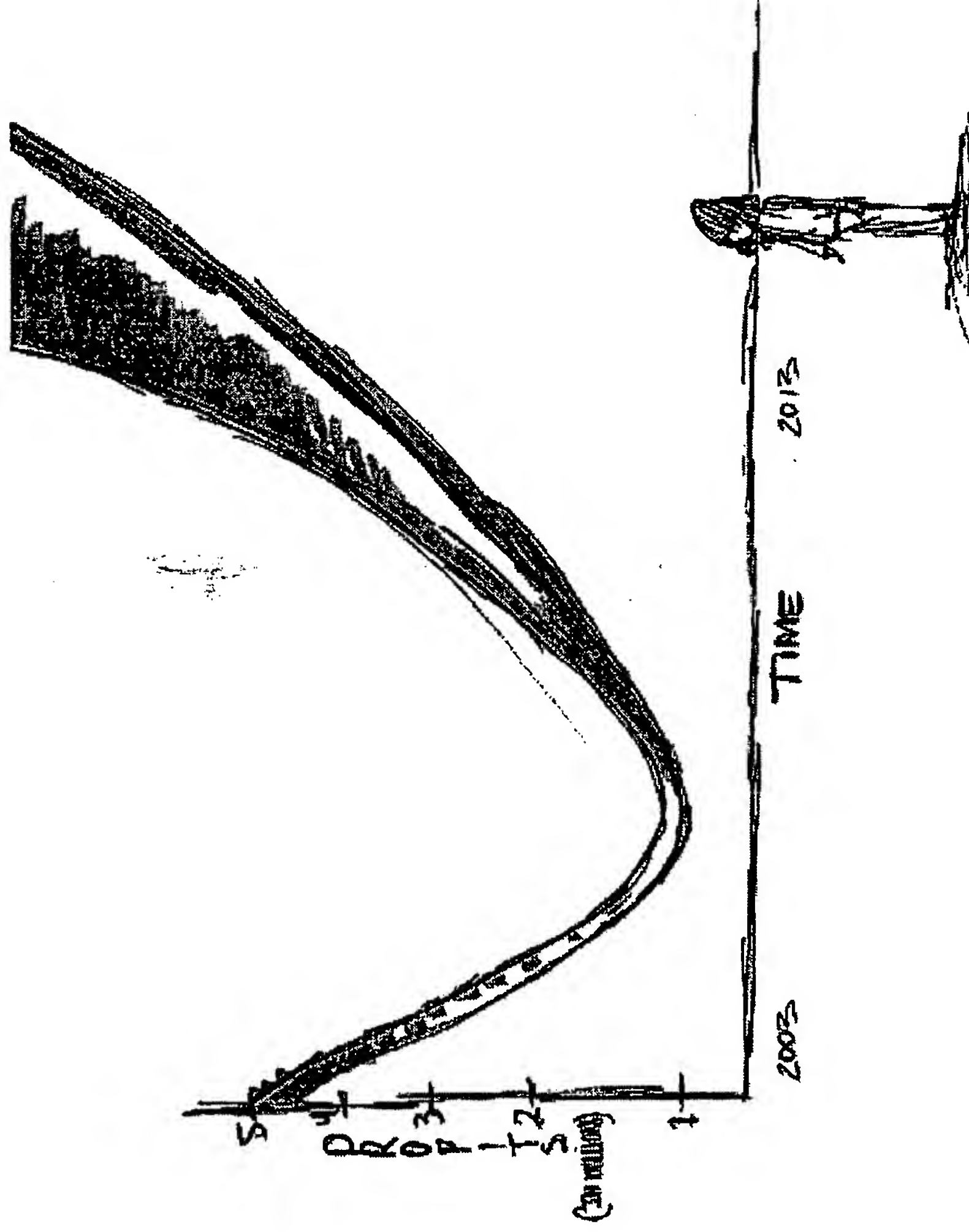


FIG. 44L13

By providing such benefits,  
the Brandkey Systems™  
Network helps build more  
distinctive, valuable, and  
stronger Brands in the  
marketplace.

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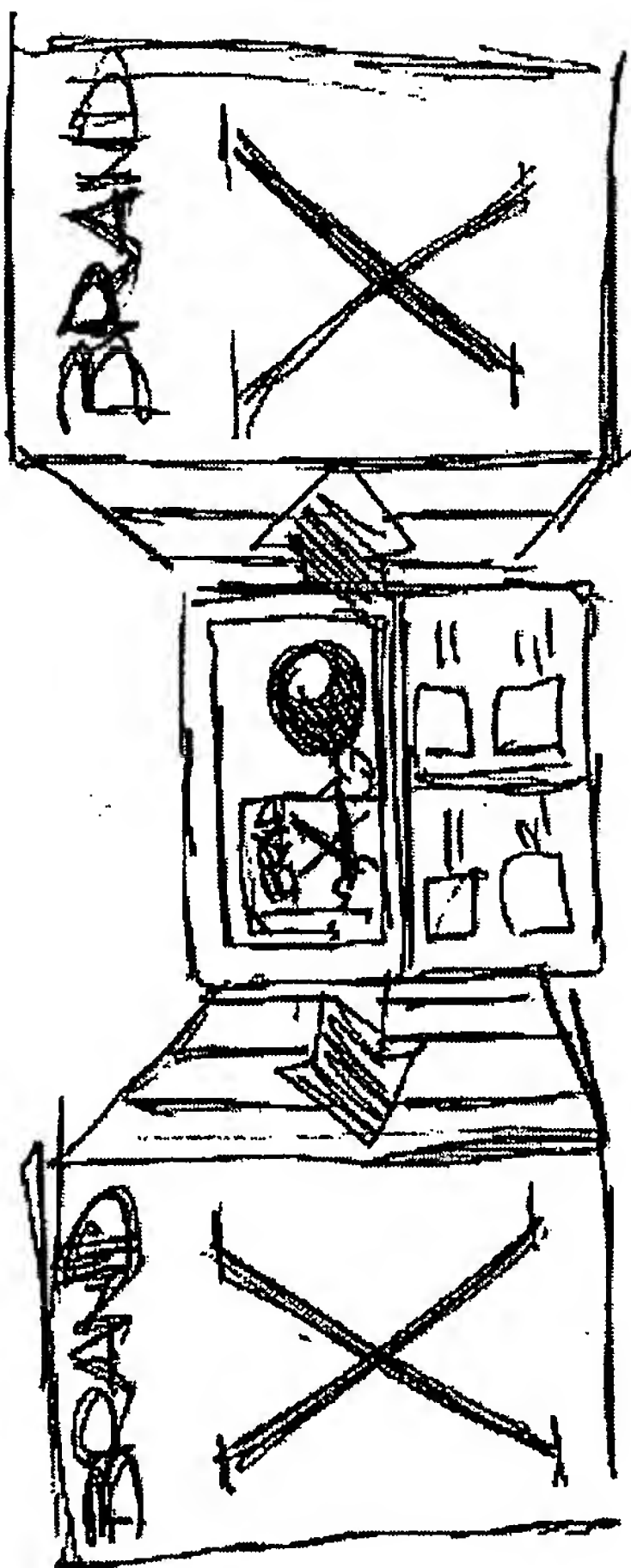
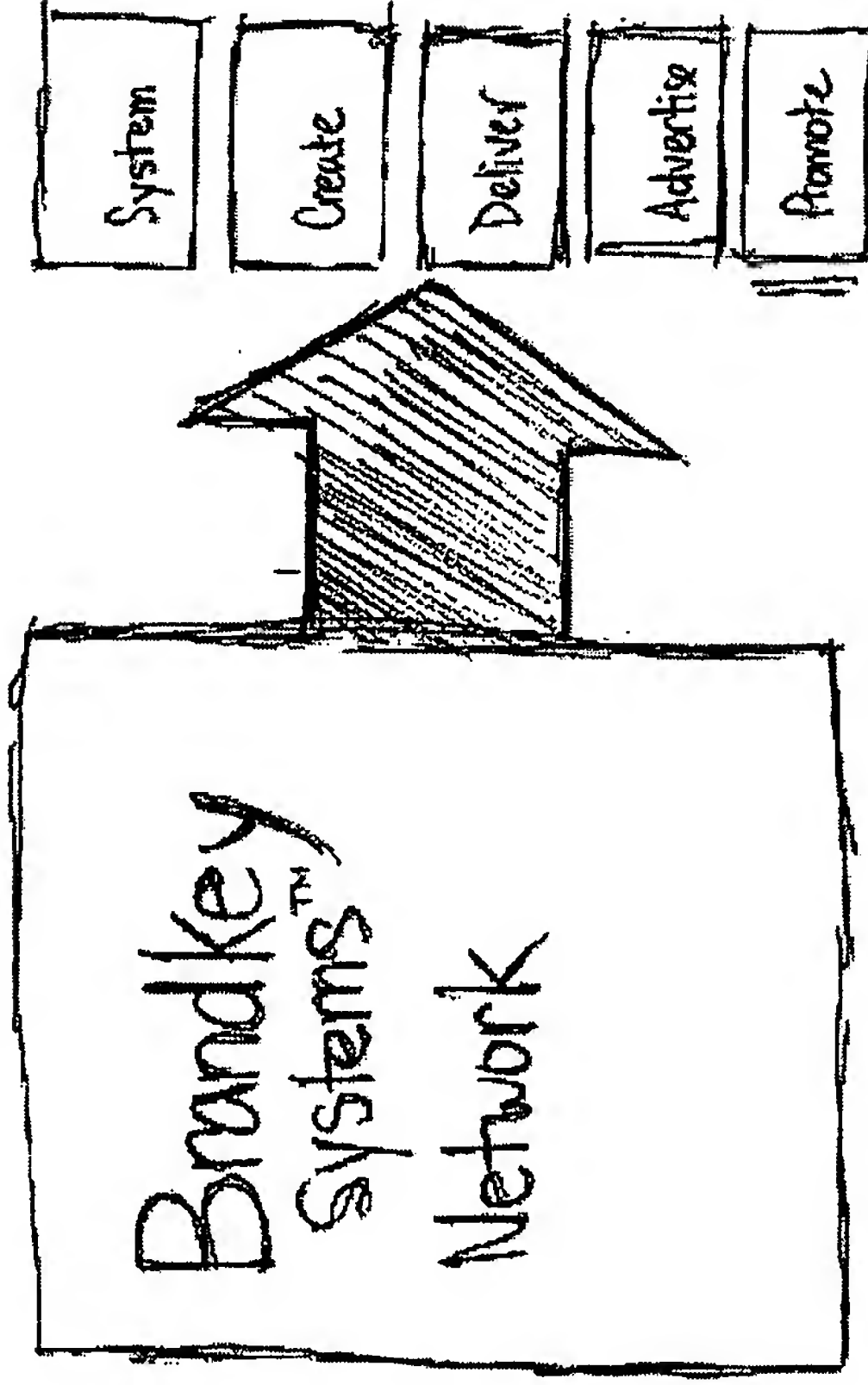


FIG. 44L14



The Brandkey Systems™  
Network is composed of five  
Subsystems connected to the  
infrastructure of the Internet:

- Brandkey Systems™
- Brandkey Create™
- Brandkey Deliver™
- Brandkey Advertise™
- Brandkey Promote™

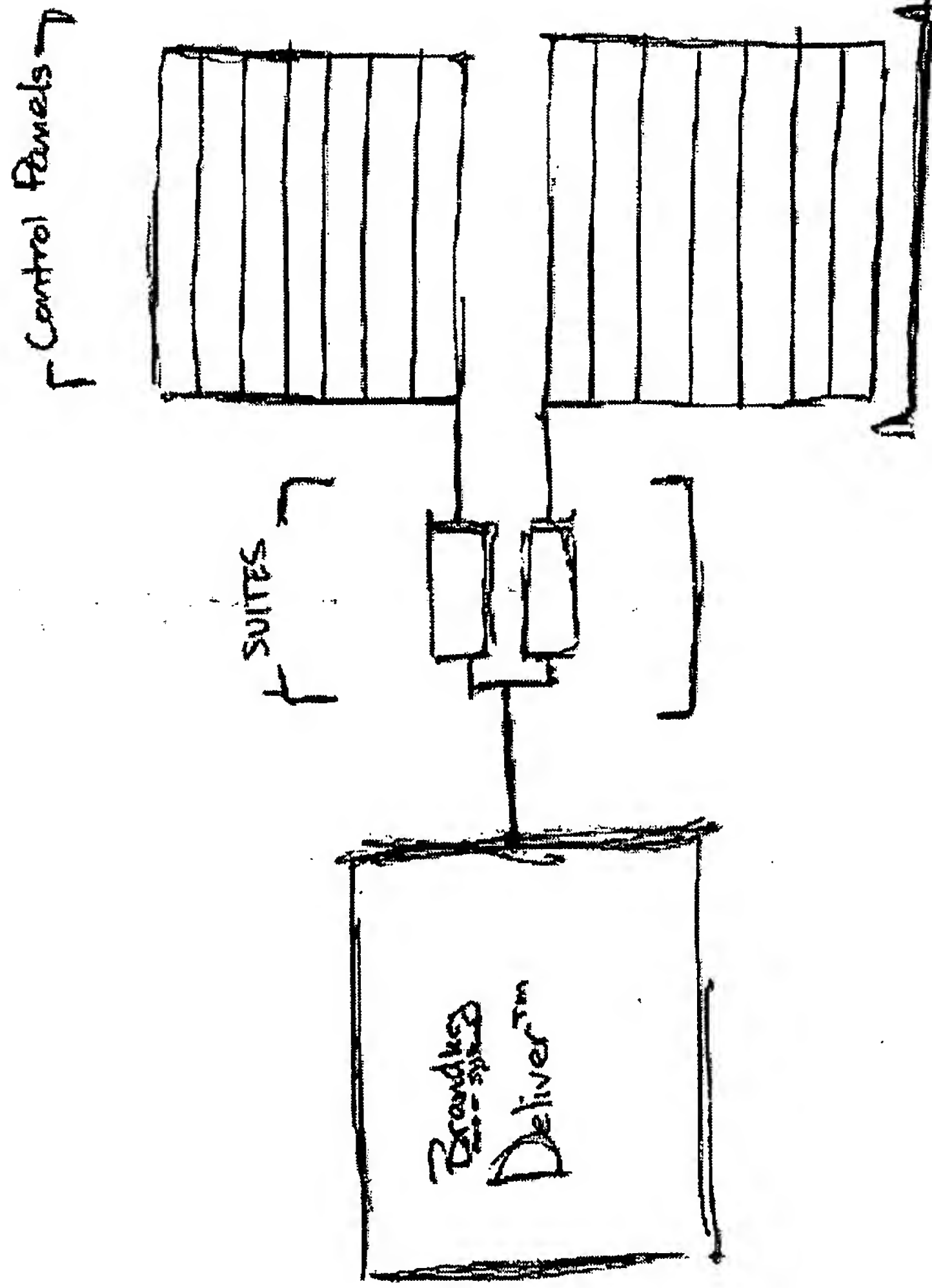


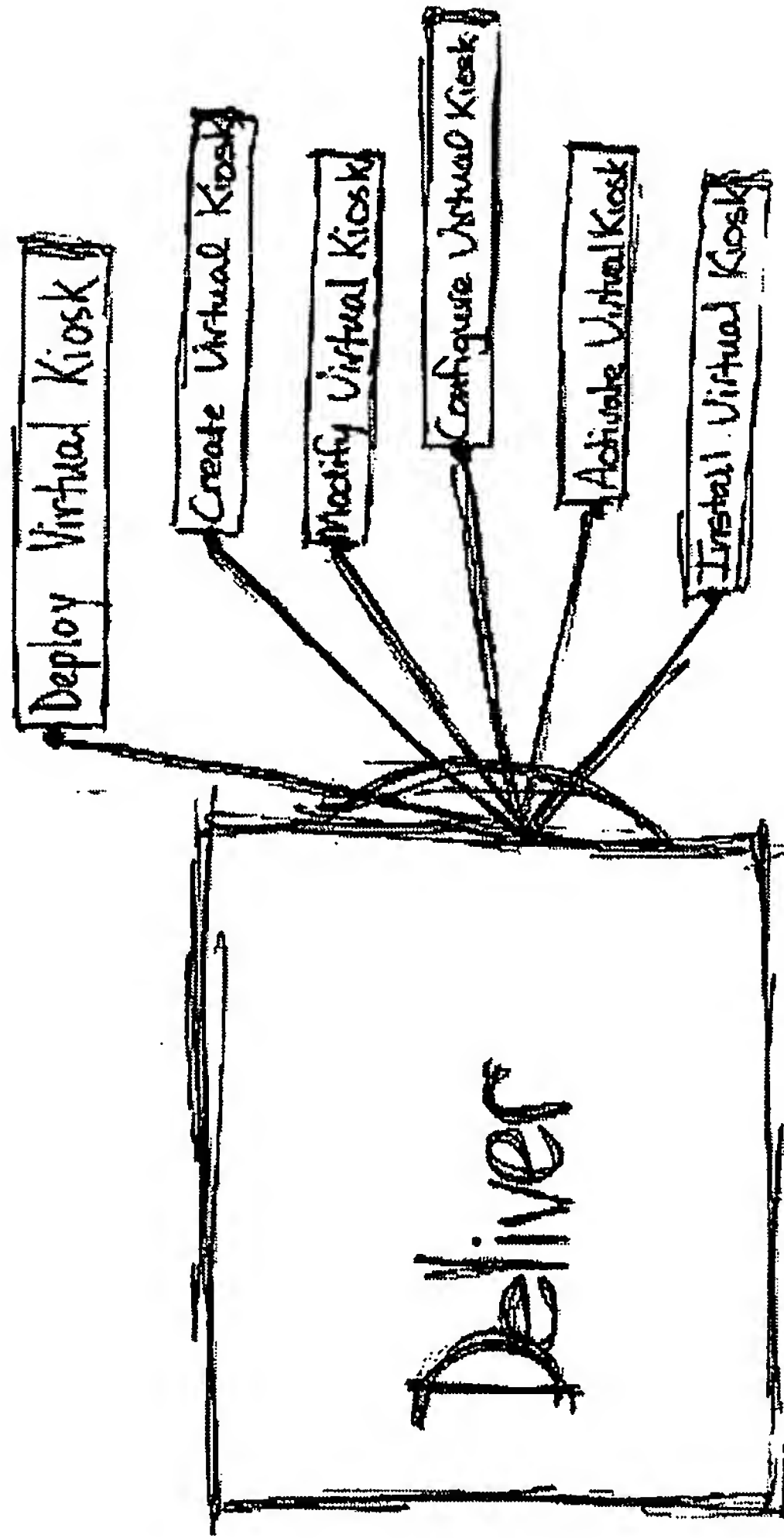
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Each of these subsystems supports one or more Service Suites, and each Service Suit contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.

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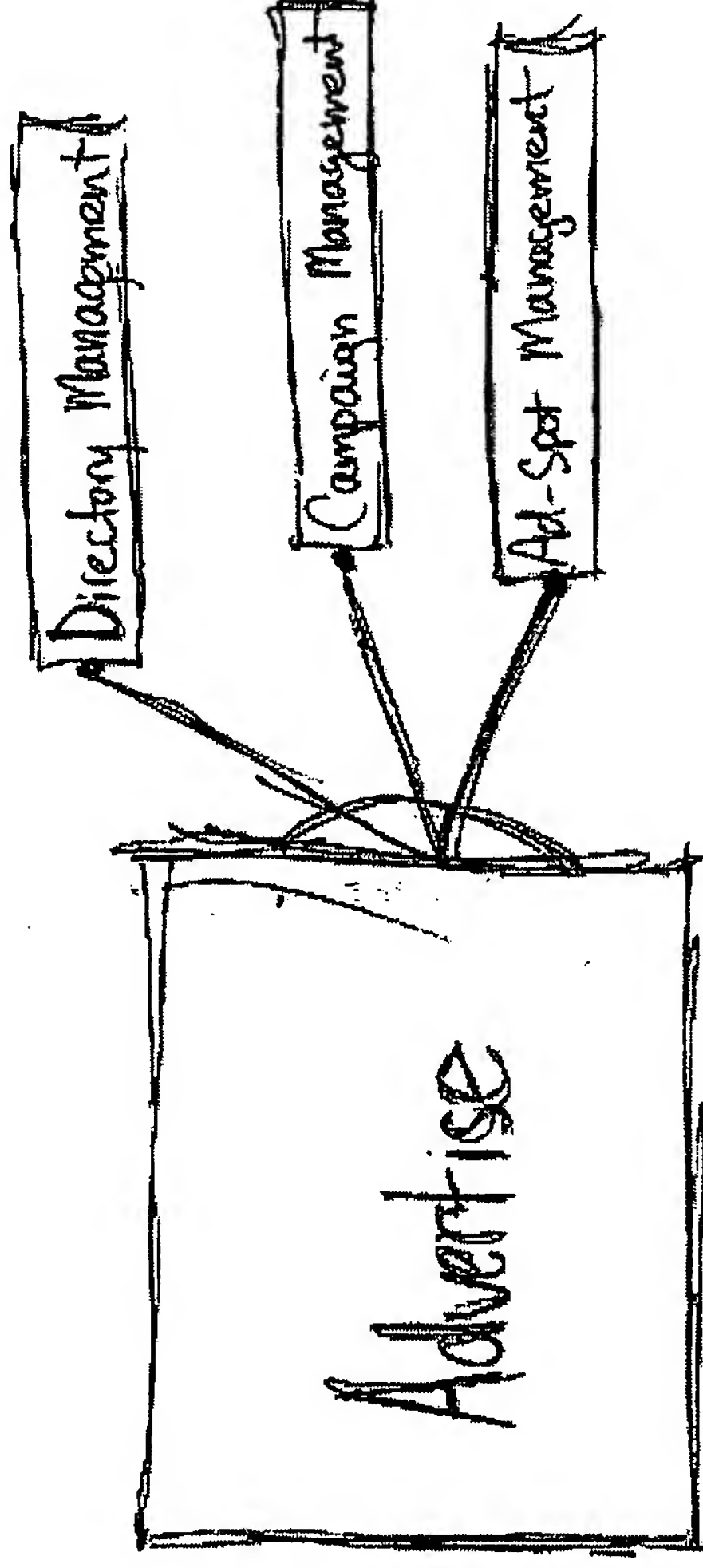
Brandkey Deliver™ Marketing Instruments provide Brand Management Teams the ability to rapidly configure, deploy, and install Brandkey Systems™ Multi-Mode Virtual Kiosks on the Internet.

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FIG. 44M3

Brandkey Advertise™ Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple an convenient manner.

These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.

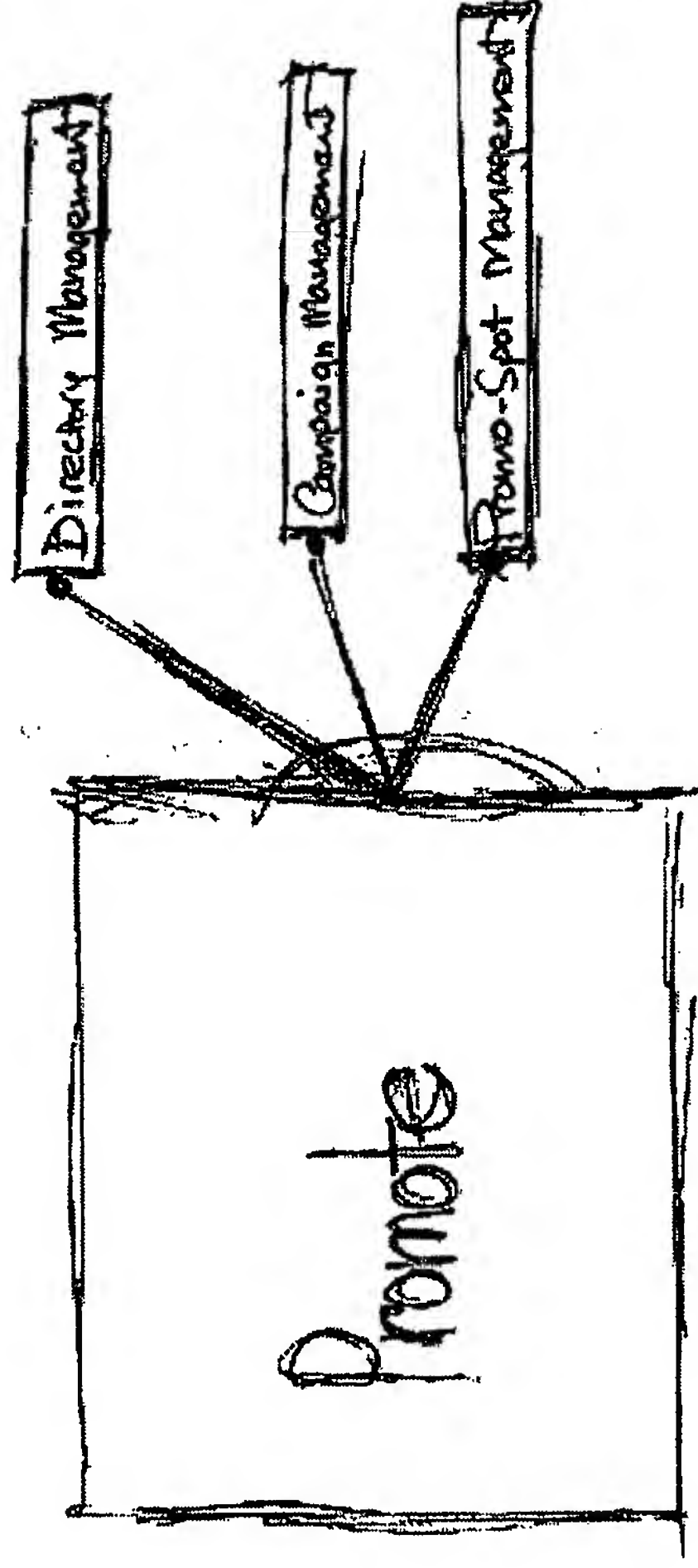


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FIG. 44M4

Using Brandkey Promote™  
Marketing Instruments, Brand  
Managers and their Agents can  
program the Promotional Spot  
Display Mode of their Virtual  
Kiosks.

These programming operations are  
carried out by creating, executing  
and managing Promotional  
Campaigns designed to run on  
networks of Multi-Mode Virtual  
Kiosks



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FIG. 44M5

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Brandkey Create™ Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

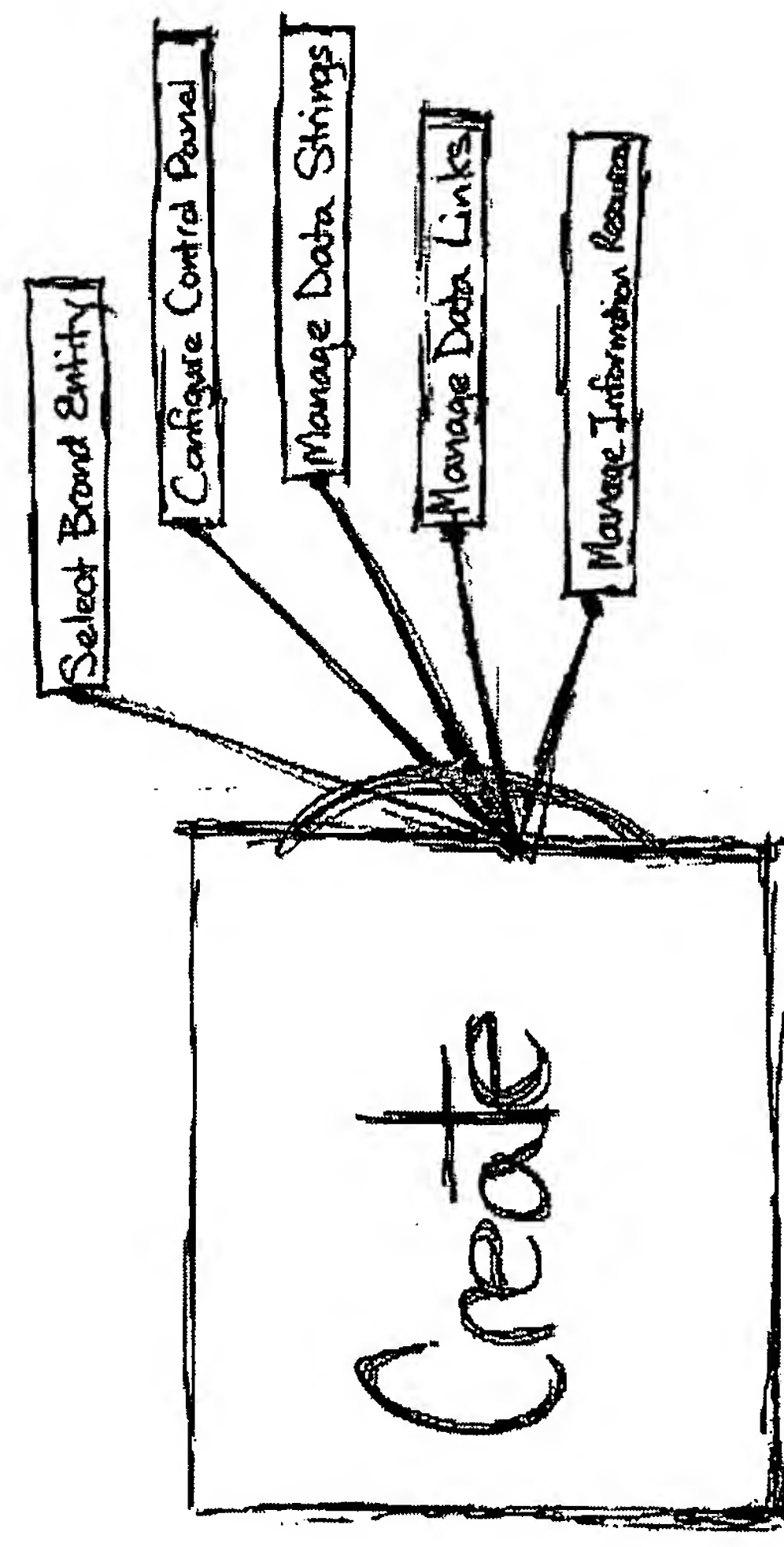


FIG. 44M6

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Brand-Building Information Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (URLs) of Brand Building Information Resources, to Product Data Strings consisting of the Universal Product Number (UPN), Trademark (TM) and Product Descriptor (PD) of branded products.

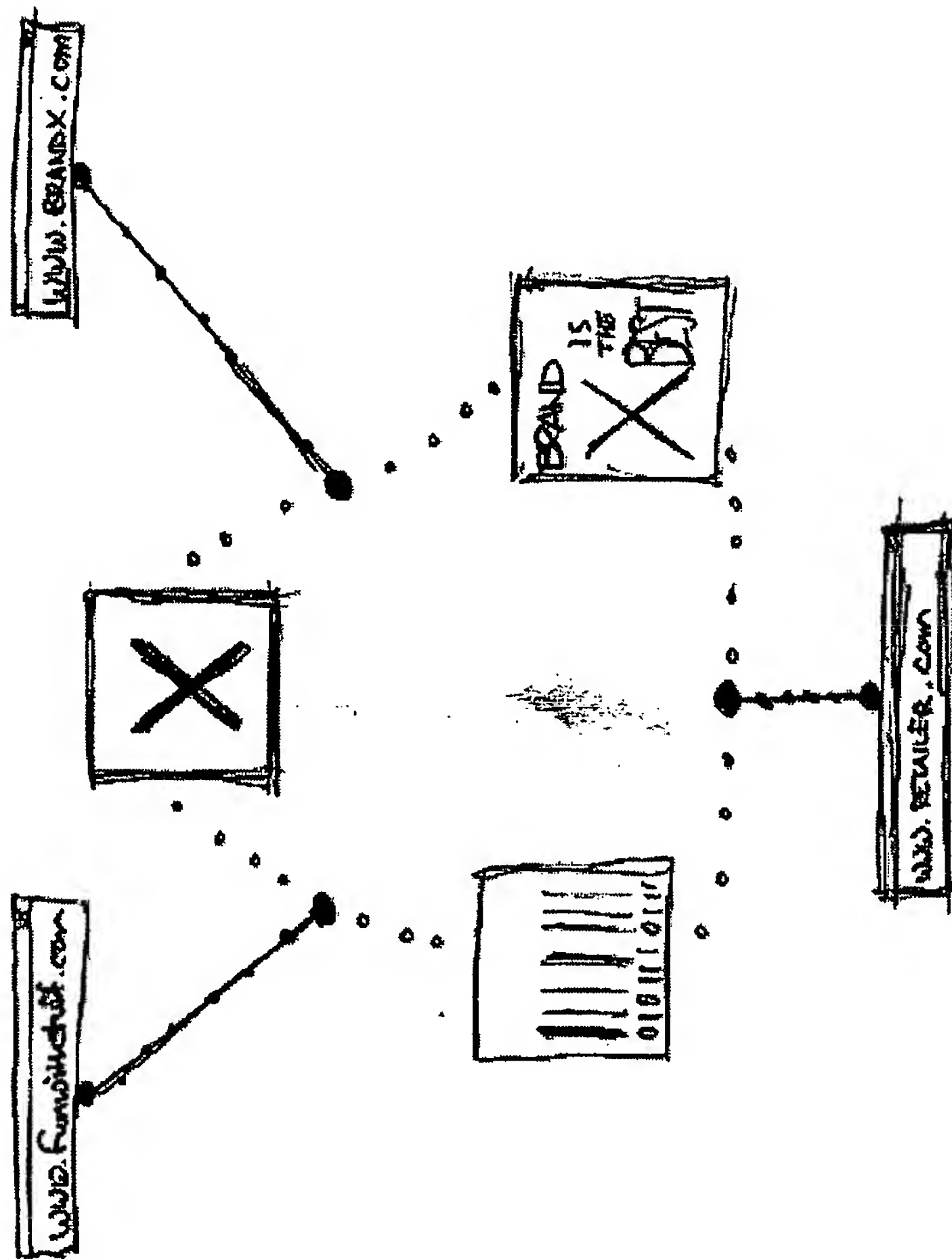


FIG. 44M7



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For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

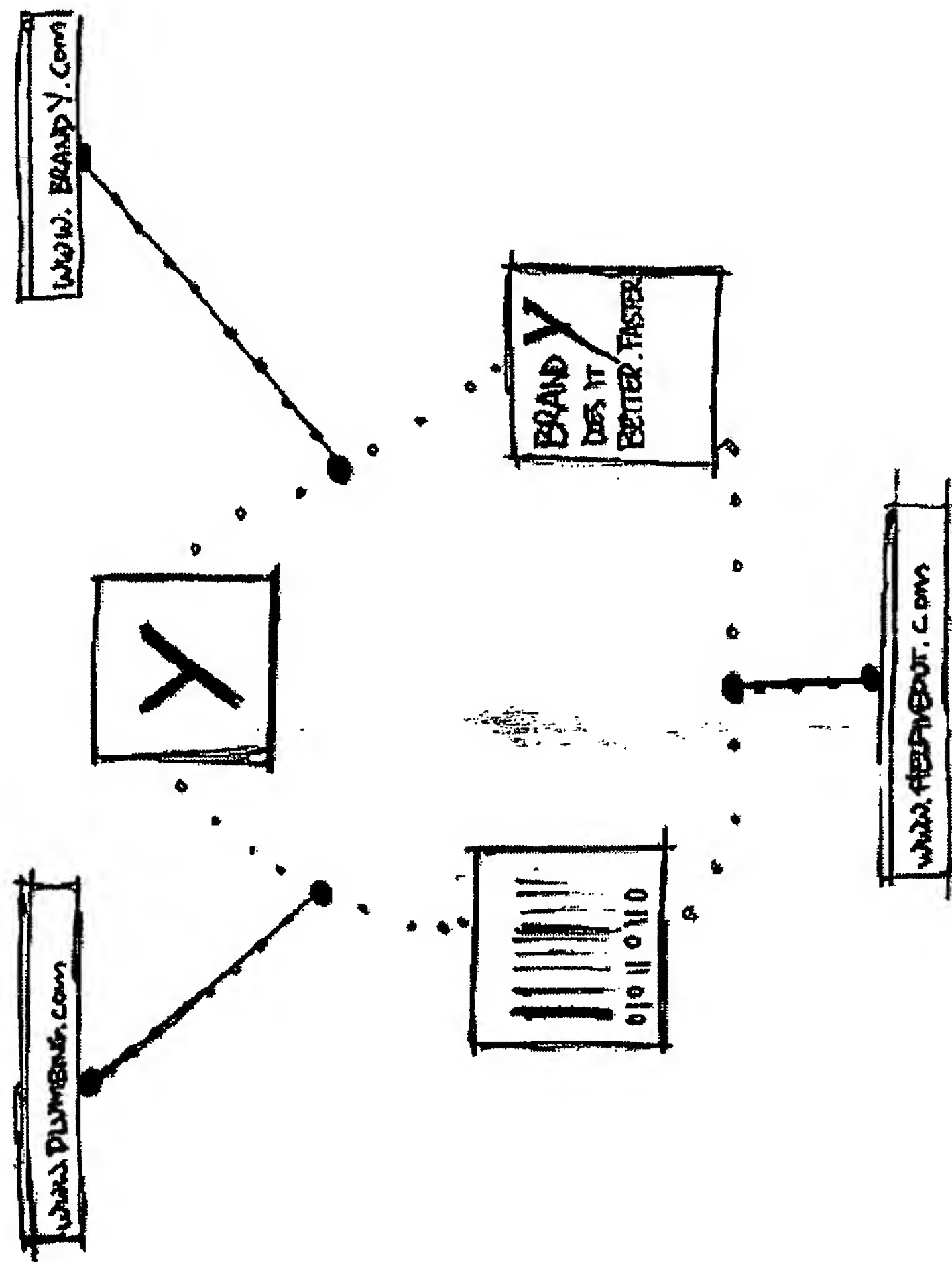
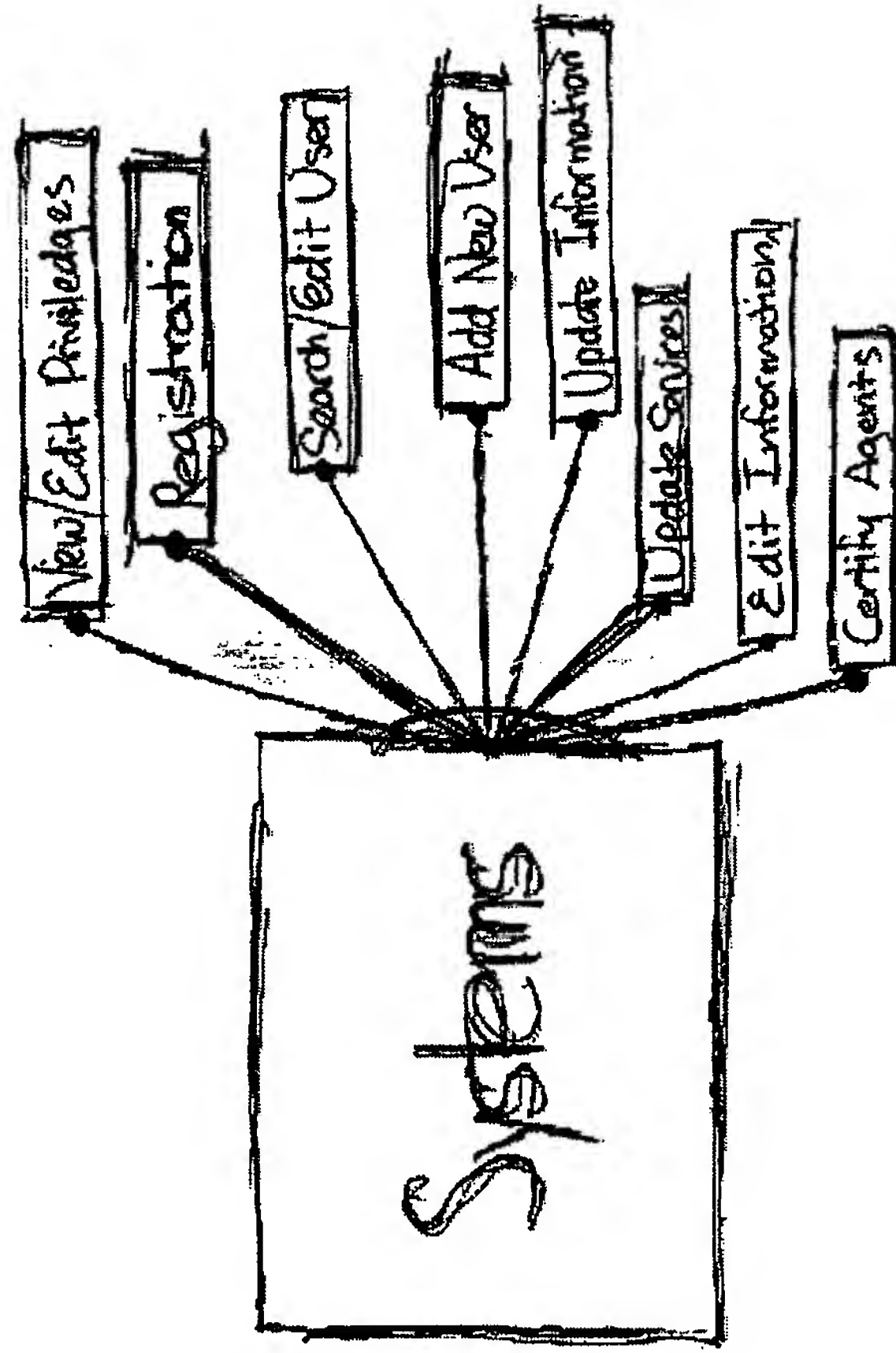


FIG. 44M8

Brandkey Systems™  
Administration Instruments  
enable Users to perform basic  
management and  
administration functions  
relating to Client Accounts,  
Brands, and User Rights and  
Privileges.



2A2/1046

FIG. 44M9

Using the Brandkey Systems™ Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

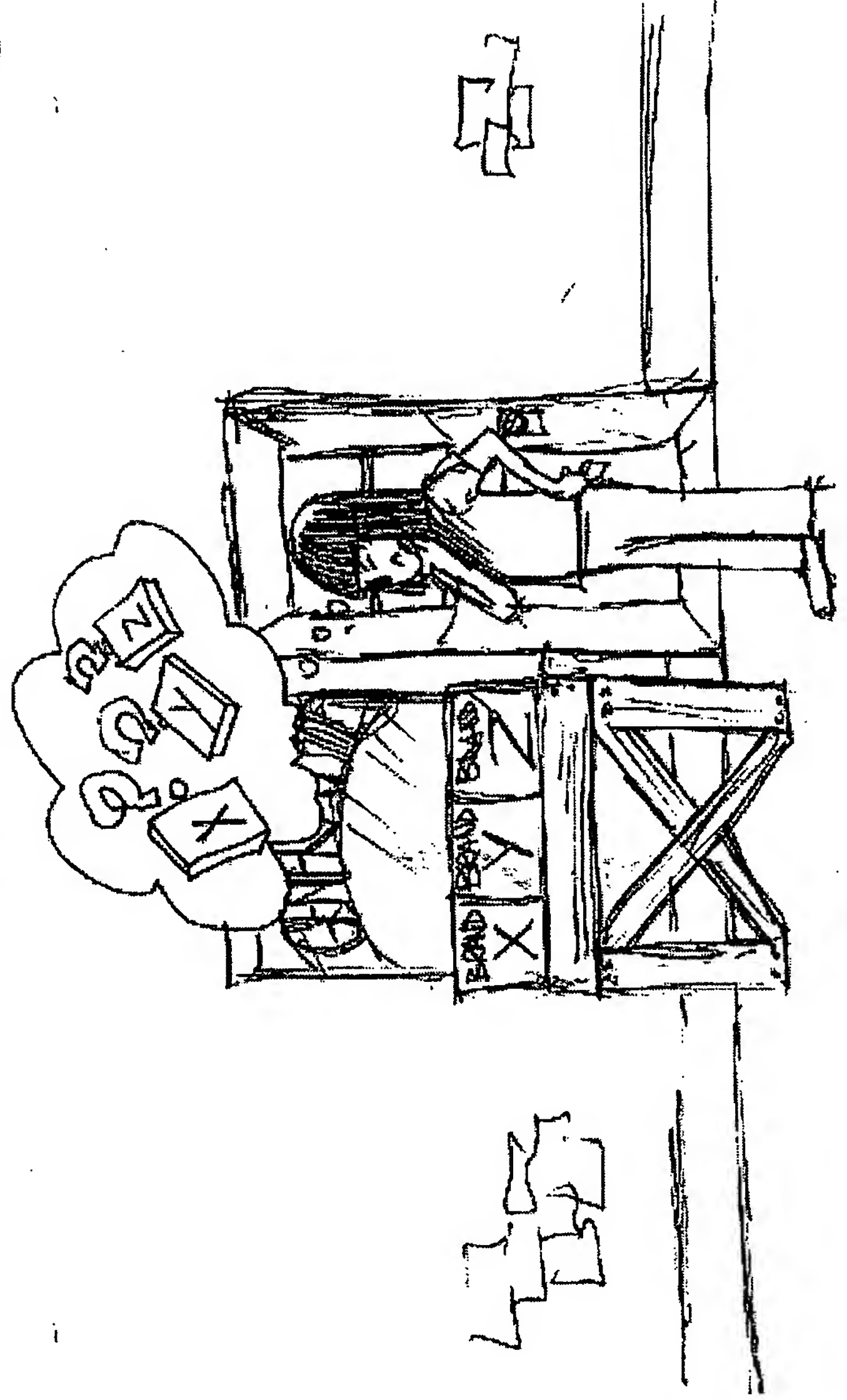


FIG. 44N1

And when brand managers  
want to reach consumers with  
brand building messages and  
information...

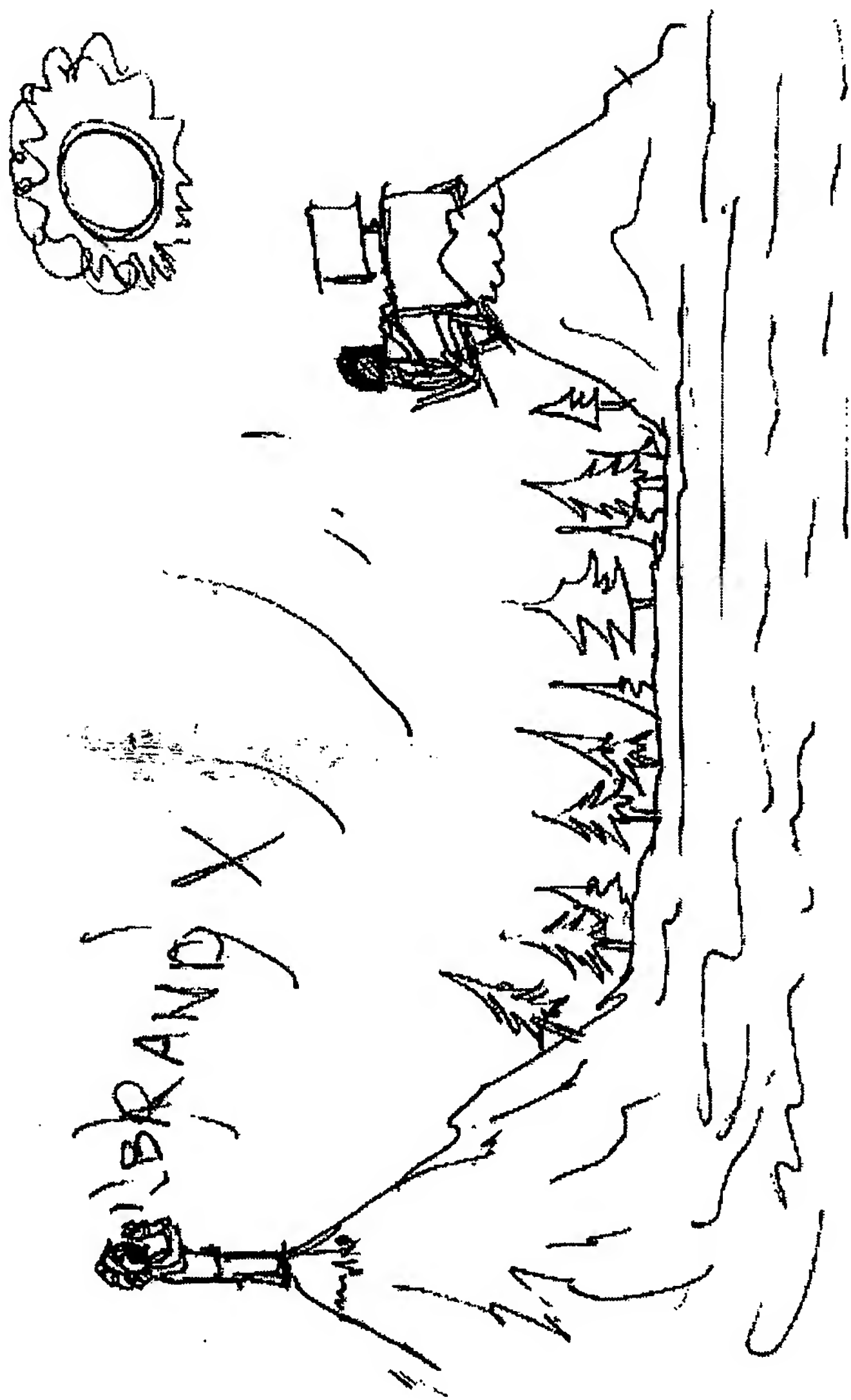
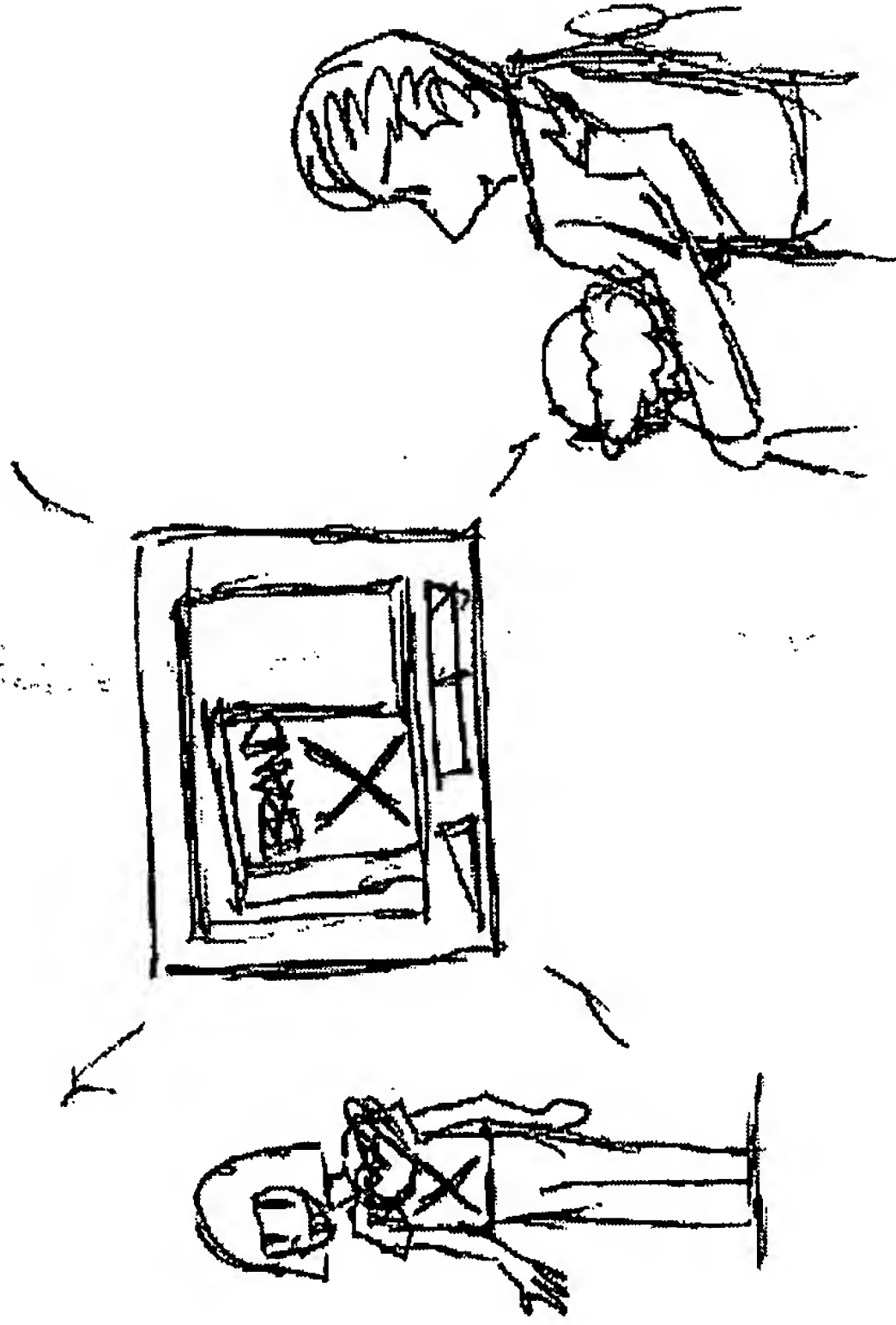


FIG. 44N2

...the Brandkey Systems Network is  
there to provide a direct channel to  
the hearts and minds of millions of  
consumers on the Web.



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FIG. 44N3

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## **Definition of Terms**

**Advertising Agent** is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

**Advertising Campaign** is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

**Brand** is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

(1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of

expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and

(2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

**Brand Image** is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

**Brand Knowledge Network** is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

**Brand Management Team** is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

**Brand Marketing Campaign** is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

**Data Link** is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

**Promotional Agent** An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

**Promotional Campaign** is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

**Product Data String** is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

**Service Data String** is a string of data comprising a Universal Service Number (e.g. Airclac Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

Fig. 440

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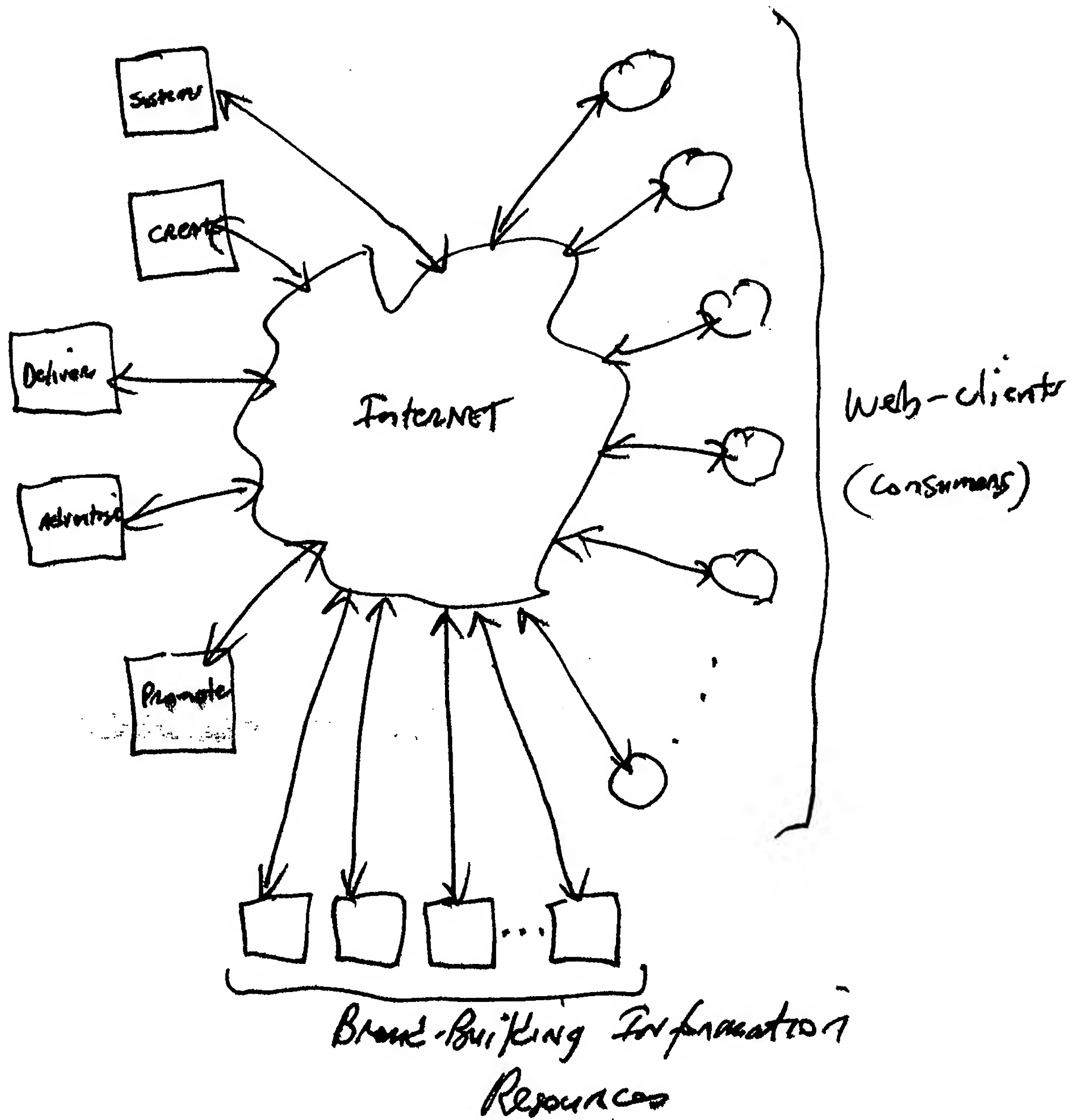
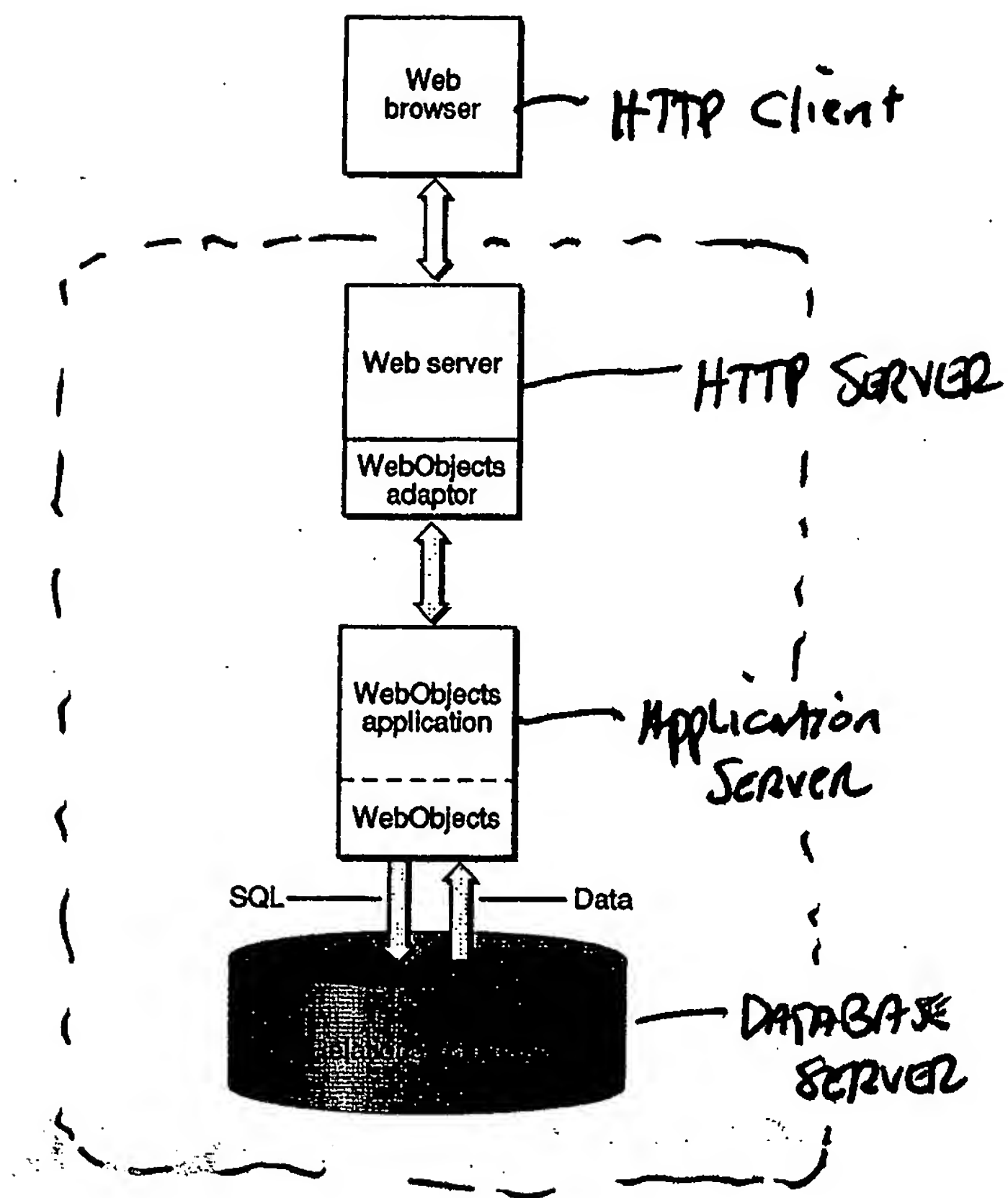


FIG. 45A1



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WebObjects HTML-based application communication chain

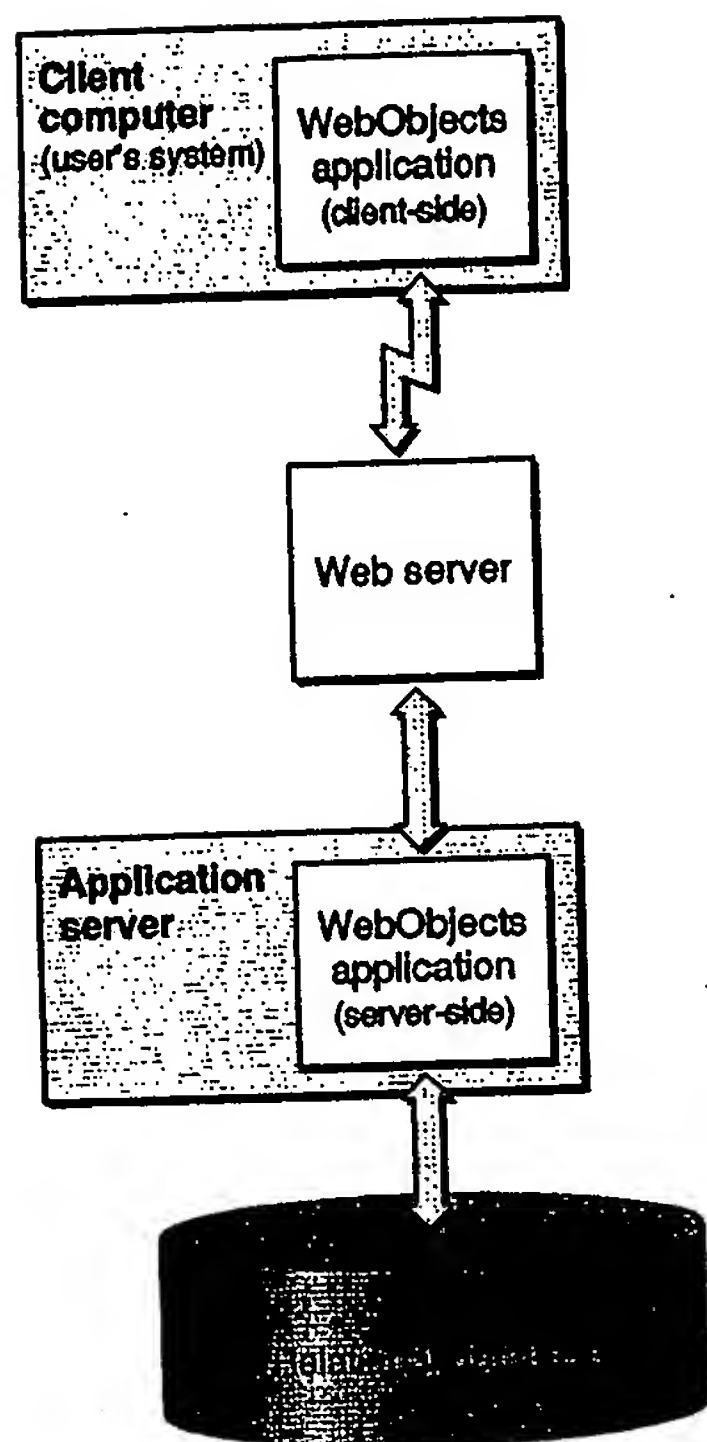


The WebObjects Architecture

FIG. 45A1

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Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

## Brand Marketing Communication Instrumentation Network

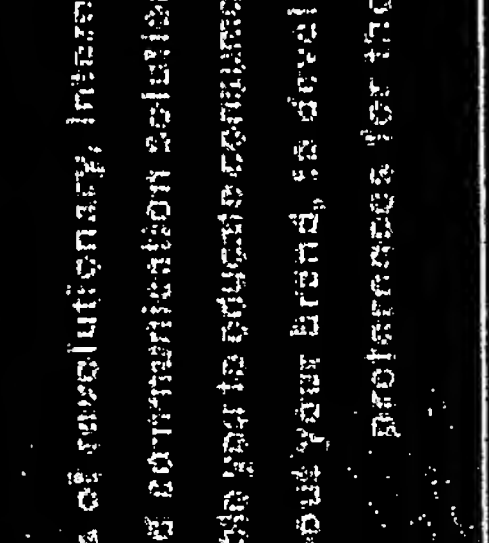
Brandkey systems

Brandkey create

Brandkey detect

Brandkey advertise

Brandkey promote



We are pioneers of revolutionary, Internet-enabled brand communication solutions that enable you to educate consumers about your brand, to develop preferences for them.

### Brandkey Systems™ Network

» System Overview

### Brandkey Create™ Subsystem

» Subsystem Overview

### Brandkey Detect™ Subsystem

» Subsystem Overview

### Brandkey Advertise™ Subsystem

» Subsystem Overview

### Brandkey Promote™ Subsystem

» Subsystem Overview

### Brandkey Systems™ Virtual Kiosk



#### Multi-Mode Virtual Kiosk™

» Our Multi-Mode Virtual Kiosk™ technology provides a new kind of Internet-based "telecommunication device" (e.g. video-conferencer) directly between you and your customers ... at any Internet-enabled consumer touchpoint.

[Learn more](#)

FIG. 45B1

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## About Brandkey Systems Corporation

Brandkey Systems is a global brand marketing communication technology and services company. We provide clients with revolutionary web-based brand marketing communication instruments and supporting services that help them build the demand side of their business. Our success and growth are built on the quality of our client base, the depth of our relationships, and our expertise in the innovative technologies which we develop and support in the marketplace.

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FIG 45B2

Tutorials on the Brandkey Systems Network

■ BRANDKEY SYSTEMS NETWORK

- ▶ [Login](#)
- ▶ [Logout](#)
- ▶ [Forgot Password](#)

■ BRANDKEY SYSTEMS SUBSYSTEM

- ▶ Registration Suite
  - 1. [Control Panel for registering with Brandkey Systems Network](#)
- ▶ User-Account Administration Suite
  - 1. [Control Panel for Administering Users](#)
  - 2. [Control Panel for Administering Accounts](#)
  - 3. [Control Panel for Administering Ad/Promo Privileges](#)

■ BRANDKEY CREATE SUBSYSTEM

- ▶ Brand Information Network Management Suite
  - 1. Control Panel for Managing Brand Information Networks
    - a. [Select Brand Entity](#)

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Brandkey Systems Corporation

b. Configure Control Panel

c. Manage Data Strings

d. Manage Data Links

► Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. Select Brand Entity

b. Manage Data Strings

c. Manage Data Links

d. Manage Information Resources

■ BRANDKEY DELIVER SUBSYSTEM

► Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

a. Configure P-S Virtual Kiosks

b. Create P-S Virtual Kiosks

c. Modify P-S Virtual Kiosks

d. Deploy P-S Virtual Kiosks

e. Activate P-S Virtual Kiosks

2. Control Panel for Generating Service-Specific Virtual Kiosks

a. Configure S-S Virtual Kiosks

b. Create S-S Virtual Kiosks

FIG. 45C2

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Brandkey Systems Corporation

- c. Modify S-S Virtual Kiosks
- d. Deploy S-S Virtual Kiosks
- e. Activate S-S Virtual Kiosks

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

- a. Configure V-S Virtual Kiosks
- b. Create V-S Virtual Kiosks
- c. Modify V-S Virtual Kiosks
- d. Deploy V-S Virtual Kiosks
- e. Activate V-S Virtual Kiosks

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

- a. Configure S-P-S Virtual Kiosks
- b. Create S-P-S Virtual Kiosks
- c. Modify S-P-S Virtual Kiosks
- d. Deploy S-P-S Virtual Kiosks
- e. Activate S-P-S Virtual Kiosks

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

- a. Configure R-S Virtual Kiosks
- b. Create R-S Virtual Kiosks
- c. Modify R-S Virtual Kiosks
- d. Deploy R-S Virtual Kiosks
- e. Activate R-S Virtual Kiosks

6. Control Panel for Generating Industry-Specific Virtual Kiosks

FIG. 45C3



Virtual Kiosk Installation Suite

- a. Configure I-S Virtual Kiosks
- b. Create I-S Virtual Kiosks
- c. Modify I-S Virtual Kiosks
- d. Deploy I-S Virtual Kiosks
- e. Activate I-S Virtual Kiosks

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. Configure C-S Virtual Kiosks
- b. Create C-S Virtual Kiosks
- c. Modify C-S Virtual Kiosks
- d. Deploy C-S Virtual Kiosks
- e. Activate C-S Virtual Kiosks

Virtual Kiosk Installation Suite

- 1. Control Panel for Installing Product-Specific Virtual Kiosks
- 2. Control Panel for Installing Service-Specific Virtual Kiosks
- 3. Control Panel for Installing Vendor-Specific Virtual Kiosks
- 4. Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- 5. Control Panel for Installing Retailer-Specific Virtual Kiosks
- 6. Control Panel for Installing Industry-Specific Virtual Kiosks
- 7. Control Panel for Installing Corporate-Specific Virtual Kiosks

■ BRANDKEY ADVERTISE SUBSYSTEM

FIG 45C4

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Brandkey Systems Corporation

▶ Virtual Kiosk Advertising Campaign Management Suite

1. Control Panel for Managing Advertising Campaigns

- a. Directory Management
- b. Campaign Management
- c. Ad-Spot Management

■ BRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

- a. Directory Management
- b. Campaign Management
- c. Promo-Spot Management

FIG. 45C5



Tutorials

FAQ

Brandkey Systems Network Help Control Panel

Brandkey Systems Network Help Control Panel

## ■ BRANDKEY SYSTEMS NETWORK

- ▶ [How do you Login to the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Logout of the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Retrieve your Password if you have forgotten it?](#)

## ■ BRANDKEY SYSTEMS SUBSYSTEM

### ▶ Registration Suite

1. [How do you Register with the BKS Brand Marketing Communications Network?](#)

### ▶ User-Account Administration Suite

1. Control Panel for Administering Users

a. [How do you Edit User Information?](#)

b. [How do you Add a New User to your Brand Account?](#)

2. Control Panel for Administering Accounts

a. [How do you Update your Company Information?](#)

b. [How do you Update Administrator Information?](#)

c. [How do you Update your Available Services?](#)

d. [How do you Modify your Registered Brand Entity Information?](#)

FIG. 45D1

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- e. How do you Add a New Brand Entity?
- f. How do you Certify Advertising Agents?
- g. How do you Certify Promotional Agents?
- 3. Control Panel for Administering Ad/Promo Privileges
  - a. How do you Edit Installed Virtual Kiosks Ad/Promo Privileges?

■ BRANDKEY CREATE SUBSYSTEM

► Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

- a. How do you Select the Brand Entity you wish to work with?
- b. How do you Configure the Brand Information Network Control Panel?
- c. How do you Import Data String Records?
- d. How do you Edit Data String Records?
- e. How do you Add New Data String Records?
- f. How do you Synchronize Data String Records?
- g. How do you Edit Data Link Records?
- h. How do you Add New Data Link Records?

► Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

- a. How do you Select the Brand Entity you wish to work with?
- b. How do you View Data String Records?

FIG. 45D2

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## Brandkey Systems Corporation

c. [How do you View Data Link Records?](#)

d. [How do you Manage Brandkey Information Resource Records?](#)

### ■ BRANDKEY DELIVER SUBSYSTEM

#### ► Virtual Kiosk Generation Suite

##### 1. Control Panel for Generating Product-Specific Virtual Kiosks

a. [How do you Configure P-S Virtual Kiosks?](#)

b. [How do you Create P-S Virtual Kiosks?](#)

c. [How do you Modify P-S Virtual Kiosks?](#)

d. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)

e. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)

f. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)

g. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)

h. [How do you Activate P-S Virtual Kiosks?](#)

##### 2. Control Panel for Generating Service-Specific Virtual Kiosks

a. [How do you Configure S-S Virtual Kiosks?](#)

b. [How do you Create S-S Virtual Kiosks?](#)

c. [How do you Modify S-S Virtual Kiosks?](#)

d. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)

e. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)

f. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)

g. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)

FIG. 45D3

[http://www.brandkeysystems.com/bk\\_systems/h\\_launch\\_help\\_faq.html](http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html)

[How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)

h. [How do you Activate S-S Virtual Kiosks?](#)

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. [How do you Configure V-S Virtual Kiosks?](#)

b. [How do you Create V-S Virtual Kiosks?](#)

c. [How do you Modify V-S Virtual Kiosks?](#)

d. [How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)

e. [How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)

f. [How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)

g. [How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)

h. [How do you Activate V-S Virtual Kiosks?](#)

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. [How do you Configure S-P-S Virtual Kiosks?](#)

b. [How do you Create S-P-S Virtual Kiosks?](#)

c. [How do you Modify S-P-S Virtual Kiosks?](#)

d. [How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)

e. [How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)

f. [How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)

g. [How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)

h. [How do you Activate S-P-S Virtual Kiosks?](#)

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. [How do you Configure R-S Virtual Kiosks?](#)

FIG. 45D4

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b. How do you Create R-S Virtual Kiosks?

c. How do you Modify R-S Virtual Kiosks?

d. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate R-S Virtual Kiosks?

#### 6. Control Panel for Generating Industry-Specific Virtual Kiosks

a. How do you Configure I-S Virtual Kiosks?

b. How do you Create I-S Virtual Kiosks?

c. How do you Modify I-S Virtual Kiosks?

d. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate I-S Virtual Kiosks?

#### 7. Control Panel for Generating Corporate-Specific Virtual Kiosks

a. How do you Configure C-S Virtual Kiosks?

b. How do you Create C-S Virtual Kiosks?

c. How do you Modify C-S Virtual Kiosks?

d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

FIG. 45D5



- e. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate C-S Virtual Kiosks?

▶ Virtual Kiosk Installation Suite

1. How do you Install Product-Specific Virtual Kiosks?
2. How do you Install Service-Specific Virtual Kiosks?
3. How do you Install Vendor-Specific Virtual Kiosks?
4. How do you Install Service-Provider-Specific Virtual Kiosks?
5. How do you Install Retailer-Specific Virtual Kiosks?
6. How do you Install Industry-Specific Virtual Kiosks?
7. How do you Install Corporate-Specific Virtual Kiosks?

■ BRANDKEY ADVERTISE SUBSYSTEM

▶ Virtual Kiosk Advertising Campaign Management Suite

1. Control Panel for Managing Advertising Campaigns
  - a. How do you Generate a General Virtual Kiosk Advertising Directory?
  - b. How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?
  - c. How do you Modify a General Virtual Kiosk Advertising Directory?
  - d. How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?
  - e. How do you Register a Virtual Kiosk Advertising Campaign?

8. How do you Modify a Virtual Kiosk Advertising Campaign?

FIG 45D6

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i. How do you Monitor a Virtual Kiosk Advertising Campaign?

g. How do you Run and Stop a Virtual Kiosk Advertising Campaign?

h. How do you Monitor a Virtual Kiosk Advertising Campaign?

i. How do you Place an Ad-Spot Order on a Virtual Kiosk Subnetwork?

j. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?

■ BRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

- a. How do you Generate a General Virtual Kiosk Promotional Directory?
- b. How do you Generate a Brand-Specific Virtual Kiosk Promotional Directory?
- c. How do you Modify a General Virtual Kiosk Promotional Directory?
- d. How do you Modify a Brand-Specific Virtual Kiosk Promotional Directory?
- e. How do you Register a Virtual Kiosk Promotional Campaign?
- f. How do you Modify a Virtual Kiosk Promotional Campaign?
- g. How do you Run and Stop a Virtual Kiosk Promotional Campaign?
- h. How do you Monitor a Virtual Kiosk Promotional Campaign?
- i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?
- j. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?

Fig. 45D7

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Brandkey™  
.....systems

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertiser | Brandkey promote

Brandkey Systems Network | Brandkey create | Brandkey deliver | Brandkey advertiser | Brandkey promote

Tutorials

Brandkey Systems

# Manage

## Accounts, Brands and User Rights

Manage Accounts, Brands, and User Rights to access the Brandkey Systems Network and program the Advertisement and Promotion Display Modes of Multi-Mode Virtual Kiosk.

Brandkey Entity

Client Account: Client Account

You may edit the Brand Entity Information and Entity Identification

Brandkey Entity

Client Account: Client Account

You may edit the Brand Entity Information and Entity Identification

FIG. 46A

[http://www.brandkeysystems.com/bk\\_systems/index\\_systems.html](http://www.brandkeysystems.com/bk_systems/index_systems.html)

6/6/2003

[Brandkey systems](#)[Brandkey create](#)[Brandkey deliver](#)[Brandkey advertise](#)[Brandkey promote](#)[Consumers](#)[Vendors](#)[Service Providers](#)[Advertising Agents](#)[Promotional Agents](#)[Retailers](#)[Industrialists](#)

## Brandkey Systems Subsystem Benefits - Standard Demonstration Mode

The Brandkey Systems™ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

FIG. 46B

Brandkey™  
systems

Brandkey systems

Brandkey Systems Demonstrations Suite

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Systems

Brandkey Create

Brandkey Deliver

Brandkey Advertise

Brandkey Promote

Multimode Virtual Kiosks

Text: S.103.9

Brandkey Systems Demonstrations Suite - Standard Demonstration Mode

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FIG. 46C1



FIG. 46CZ

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Log F](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Systems Base](#) | [Registration Status](#) | [User Account Administration](#) | [Help](#)

# Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote
- ▶ Multimode Virtual Kiosks
  - Product-Specific Virtual Kiosks
  - Service-Specific Virtual Kiosks
  - Vendor-Specific Virtual Kiosks
  - Service-Provider-Specific Virtual Kiosks
  - Retailer-Specific Virtual Kiosks
  - Industry-Specific Virtual Kiosks
  - Corporate-Specific Virtual Kiosks

## Multimode Virtual Kiosk Demonstration Matrix

	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
<b>Service-Specific Virtual Kiosk</b>	Pre-Post Purchase <a href="#">Cirque Du Soleil</a> <a href="#">Lego</a>	Pre-Post Purchase Simplex Complex	Pre-Post Purchase Simplex Complex	Pre-Post Purchase Simplex Complex



Brandkey™  
systems

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Systems Corporation | Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Log In

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mod

Brandkey Systems

Brandkey Create

Brandkey Deliver

Brandkey Advertise

Brandkey Promote

Multimode Virtual Kiosks

- Product-Specific Virtual Kiosks
- Service-Specific Virtual Kiosks
- Vendor-Specific Virtual Kiosks
- Service-Provider-Specific Virtual Kiosks
- Retailer-Specific Virtual Kiosks
- Industry-Specific Virtual Kiosks
- Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix


	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Vendor-Specific Virtual Kiosk	Pre-Post Purchase Simplex	Pre-Post Purchase Simplex	Pre-Post Purchase Simplex	Pre-Post Purchase Simplex
	Complex	Complex	Complex	Complex

http://www.brandkeysystems.com/bk\_systems/index\_demonstrations.html

FIG. 46C4

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[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)  
[Brandkey Systems Benefits](#) | [Brandkey Virtual Kiosk Suite](#) | [Brandkey Account Administration Suite](#)

### Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

[Brandkey Systems](#)  
[Brandkey Create](#)  
[Brandkey Deliver](#)  
[Brandkey Advertise](#)  
[Brandkey Promote](#)  
[Multimode Virtual Kiosks](#)  
[Product-Specific Virtual Kiosks](#)  
[Service-Specific Virtual Kiosks](#)  
[Vendor-Specific Virtual Kiosks](#)  
[Service-Provider-Specific Virtual Kiosks](#)  
[Retailer-Specific Virtual Kiosks](#)  
[Industry-Specific Virtual Kiosks](#)  
[Corporate-Specific Virtual Kiosks](#)

**Multimode Virtual Kiosk Demonstration Matrix**  

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Fig. 46 C5

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## Empathy systems

**STRENGTHENING THE U.S. ECONOMY**

**► Brandkey Systems**

**• Brandhay Creative**

◆ **Brandkey Deliver**

• Brandkey Advertising

► **Brandkey Promote**

## ► Multimodal Virtual Kiosks

**Product-Specific  
Virtual Kiosks**

## Service-Specific Virtual Kiosks

## Vendor-Specific Virtual Kiosks

**Service Provider -  
Specilio Virtual Kiosk**

**• Retailer-Specific  
Virtual Kiosks**

**\* Industry-Specific  
Virtual Kiosks**

**Corporate-Specific  
Virtual Kiosks**

## Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

# Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Brandkey Systems	Multimode Virtual Kiosk Demonstration Matrix			
Brandkey Create	Corporate-Specific Virtual Kiosk	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Image	HTML-Encoded Desktop Icon
Brandkey Deliver		Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Brandkey Advertise		Simplex	Simplex	Simplex
Brandkey Promote	Corporate-Specific Virtual Kiosk	Complex	Complex	Complex
Multimode Virtual Kiosks				
Product-Specific Virtual Kiosks				
Service-Specific Virtual Kiosks				
Vendor-Specific Virtual Kiosks				
Service-Provider-Specific Virtual Kiosks				
Retailer-Specific Virtual Kiosks				
Industry-Specific Virtual Kiosks				
Corporate-Specific Virtual Kiosks				

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FIG. 46C7



## Brandkey Systems Tutorials Suite - Standard Demonstration Mode

- ▶ **Network Tutorial**
- ▶ **Login**
- ▶ **Logout**
- ▶ **Forgot Password**
- ▶ **Brandkey Systems**
- ▶ **Brandkey Create**
- ▶ **Brandkey Deliver**
- ▶ **Brandkey Advertise**
- ▶ **Brandkey Promote**

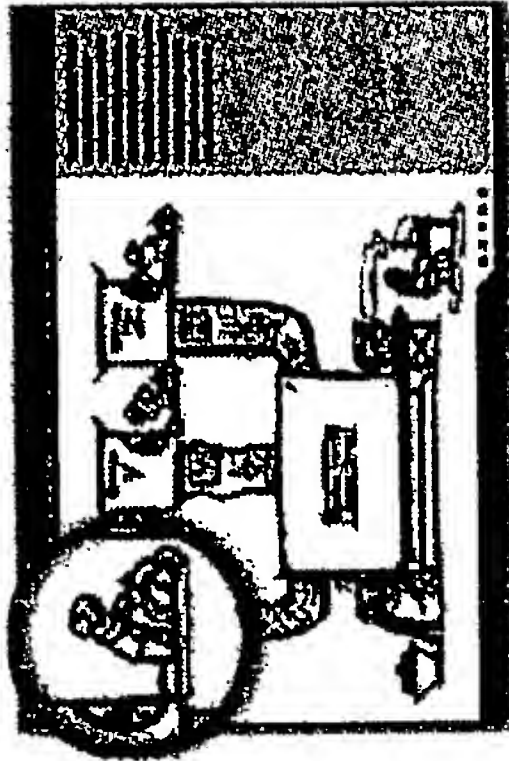
# Network Tutorial

**Create Interactive Brand Information designed to communicate the essential value and character.**



# System Tutorials

**Create Interactive Brand Information Networks designed to communicate the essential value and character associated with.**





சென்னை: கெய்நெய்

0183313 47444447

Brandenburger

Digitized by Google

জাতিসংঘের অর্থ

**► Launch Control Panel  
for Registering with  
Brandkey Systems  
Network**

## Brandkey Systems Registration Suite - Standard Demonstration Mode

TO THE OFFICE OF THE ATTORNEY GENERAL

## Register with Brandkey Systems

**Create Interactive Brand Information Networks designed to communicate the essential value and character.**





Control Panel for Registering with Brandkey Systems Network

### Standard Demonstration Mod

Control Panel for Registering with Brandkey Systems Network

Create Interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.

Personal Information

Complete the Brandkey System

First Name:	
Middle Name:	

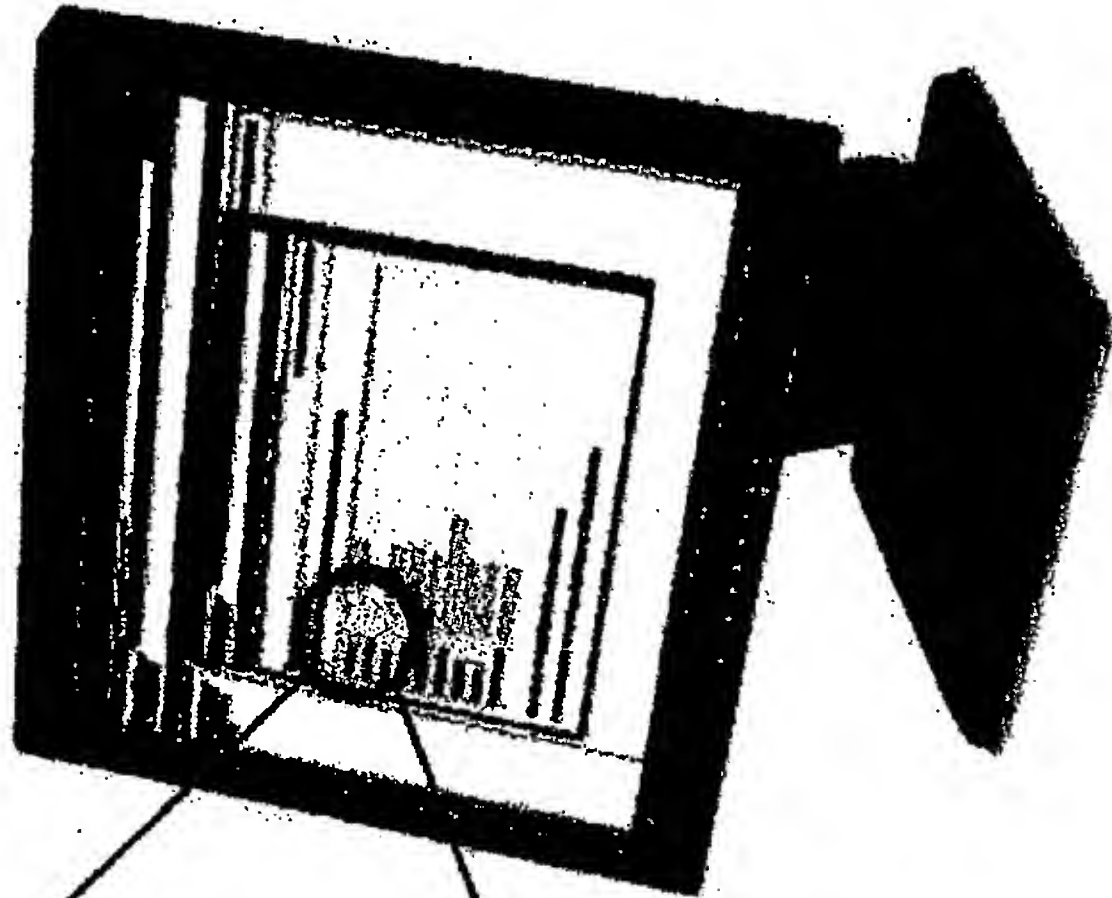


FIG. 46E2

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Registration Application  
Personal Information    Brandkey Information    Application and Relationship    Registration Confirmation

Standard Demonstration Mode

Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.

Next

FIG. 46E3

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Registration Application

Registration Information / Applicant Brand Relationship / Registration Confirmation

Standard Demonstration Mode

Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Entity Name	Trademark (TM) Service Mark (SM)	Product Descriptor (PD) Service Descriptor (SD)	Category	U.S. Registration No	Brand Owner
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive <input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive <input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive <input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive <input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive <input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>

Back Next

FIG. 46E4



Control Panel for Registering with Brandkey Systems Network

Registration Application

Personal Information    Brand Entity Information    Applicant's Relationship    Registration Confirmation

Standard Demonstration Mod

Applicant's Brand Relationship

Please specify the nature of your relationship with the owner of the above specified Brand Entities.

- ☐ Here will go the text for this box number 1
- ☐ Here will go the text for this box number 2
- ☐ Here will go the text for this box number 3
- ☐ Here will go the text for this box number 4
- ☐ Here will go the text for this box number 5
- ☐ Here will go the text for this box number 6

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Submit

AS 46E5



Control Panel for Registering with Brandkey Systems Network

Registration Application

Personal Information / Applicant's Information / Applicant's Relationship / Registration Confirmation

Standard Demonstration Mode

Registration Confirmation

Thank you for completing the Initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

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FIG. 46E6

<b>Brandkey™</b> systems	Brandkey systems <a href="#">Brandkey Systems Benefits</a>	Brandkey create <a href="#">Demonstration Suite</a>	Brandkey deliver <a href="#">Registration Suite</a>	Brandkey advertise <a href="#">New Account Acquisition</a>	Brandkey promote <a href="#">Account Activation</a>
<b>User/Account Administration Suite - Standard Demonstration Mode</b>					
<p>► Launch Control Panel for Administering Users</p> <p>► Launch Control Panel for Administering Accounts</p> <p>► Launch Control Panel for Administering Ad/Promo Privileges</p>					
		<p>Client Account: DISNEY   Client Account No: 7145001   User Name: John Smith</p>			
<h3>Administer Account Users</h3> <p>Create Interactive Brand Information designed to communicate the essential value and character.</p>					
		<h3>Administer Account</h3> <p>Create Interactive Brand Information Networks designed to communicate the essential value and character.</p>			
<h3>Set Ad/Promo Shelf Rights</h3> <p>Create Interactive Brand Information Networks designed to communicate the essential value and character.</p>					

794 46 F





Search/Edit User      Add New User

Standard Demonstration Mod

Control Panel for Administering Users

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

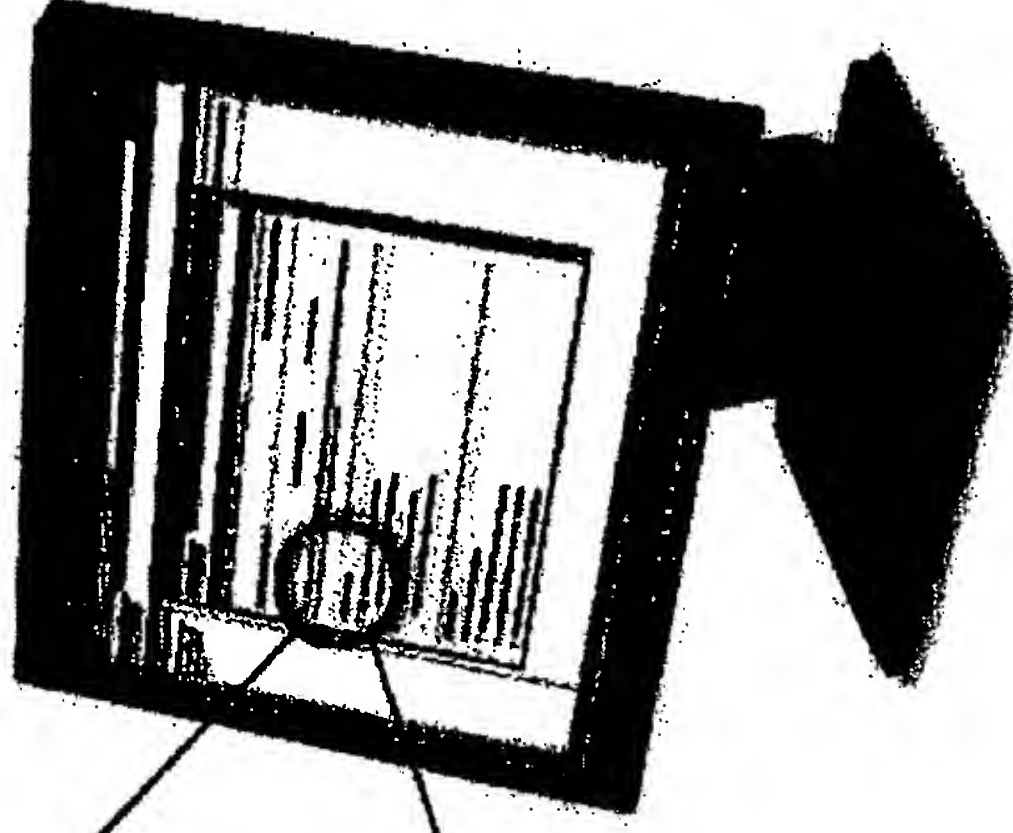
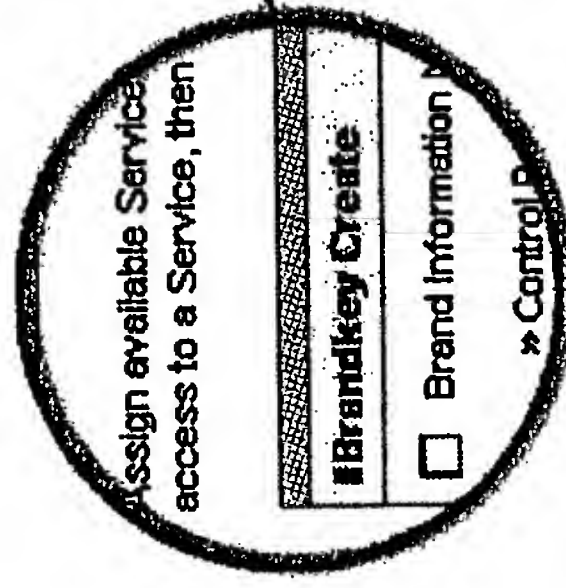


FIG. 46G1

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Control Panel for Administering Users

Search/Edit User Add New User  
System Information Client Account Management System User Account Rights

Standard Demonstration Mode

Search for User

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

Search

FIG. 4692

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Search/Edit User | Add New User  
Search for User: [ ] Submit | Edit User | Add New User

Standard Demonstration Mode

Select User

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Click on the User Name to update the User Information.

User Name	E-mail Address	Phone Number
<u>User full name</u>	e-mail address here	203-275-1980
<u>User full name</u>	e-mail address here	203-275-1980
<u>User full name</u>	e-mail address here	203-275-1980
<u>User full name</u>	e-mail address here	203-275-1980
<u>User full name</u>	e-mail address here	203-275-1980

◀◀ | ◀ Back | 1 2 3 4 5 6 7 8 9 10 | Next ▶▶

FLG 4693

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Search/Edit User | Add New User | Update User | Access Rights  
Brandkey User | Brandkey User | Brandkey User | Brandkey User

Standard Demonstration Mode

Edit User Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the User Information. Click Next to save any changes and view assigned Services.

First Name:	Thomas	Phone Number:	203-406-0723
Middle Initial:	J.	Fax Number:	203-
Last Name:	Perkowski	E-mail Address:	.....@brandkeysystems.com
User Name:	Thomas	Confirm Password:	Perkowski
Password:	Perkowski		
Active:	<input checked="" type="checkbox"/>		

Back Next

FIG. 46 G 4

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Search/Edit User - Add New User

Control Panel for Administering Users

Standard Demonstration Mode

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

☐ Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

☐ » Control Panel for Generating Product-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Specific Virtual Kiosks

☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks

☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks

☐ » Control Panel for Generating Industry-Specific Virtual Kiosks

☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

☐

FKG.4695  
<http://www.brandkeysystems.com/bk-systems/launch-user-search-4.html>  
<file:///F:/www/brandkey/bk-systems/FMP5junohef7ng.htm>

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Control Panel for Administering Users

Search/Modify User | Add New User

Standard Demonstration Mod

Update User Account Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

☐

FIG. 46G.5

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- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - » Control Panel for Managing Promotional Campaigns

Back

Update

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FIG. 4696



Search/Edit User | Add New User

Control Panel for Administering Users

Standard Demonstration Mode

Confirm User Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your User Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John  
Middle Name:  
Last Name: Smith  
Phone Number: 203-555-0777  
Fax Number: 203-555-0778  
E-mail Address: jsmith@disney.com  
User Name: John  
Password: Smith  
Confirm Password: Smith  
Active: ☒

Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 4697

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Brandkey Systems Subsystem

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

FIG. 46 G 8



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Search/Edit User | Add New User

Control Panel for Administering Users

Standard Demonstration Mode

Add User Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the required information and click Next to add the New User and assign the User access to Services.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		

2991046

Next

FIG. 46 HI



Search/Edit User | Add New User  
Add User Information | Configure User Rights

Standard Demonstration Mode

Configure User Account Rights

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Assign Valbhava Muchhal access to any available Service by checking it from the list below.

Brandkey Create

- ☐ Brand Information Network Management Suite contains:
  - » Control Panel for Managing Brand Information Network
- ☐ Brand Building Web Resources Hosting Suite contains:
  - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks

FIG. 46 HZ

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Brandkey Systems Subsystem

- ☐ » Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - » Control Panel for Managing Promotional Campaigns

Back Submit

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FIG. 4643



Search/Edit User | Add New User

Add User Information | Edit User Information

Standard Demonstration Mode

Control User Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The New User, Valbhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

First Name: John  
Middle Name:  
Last Name: Smith  
Phone Number: 203-555-0777  
Fax Number: 203-555-0778  
E-mail Address: jsmith@disney.com  
User Name: John  
Password: Smith  
Confirm Password: Smith  
Active: ☒

Brandkey Create

✓ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

✗ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

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FIG. 46 H4

Brandkey Systems Subsystem

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

Edit Confirm

R-1 G. 46 H5

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Control Panel for Administering Accounts



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

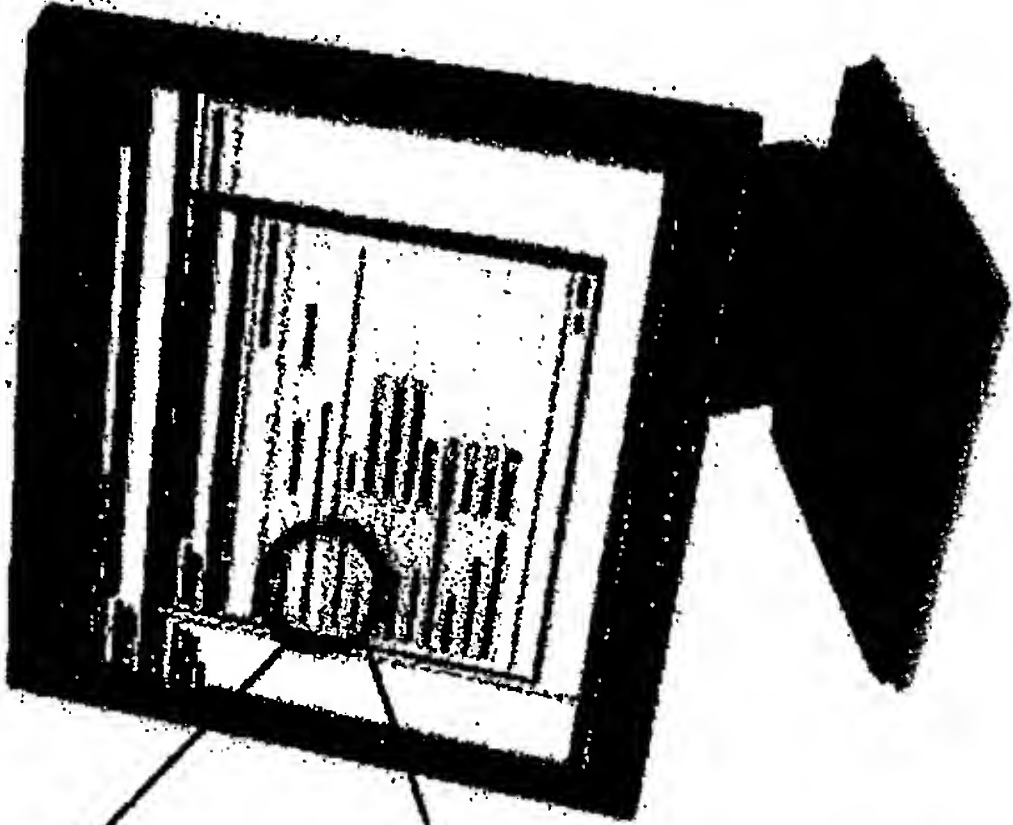
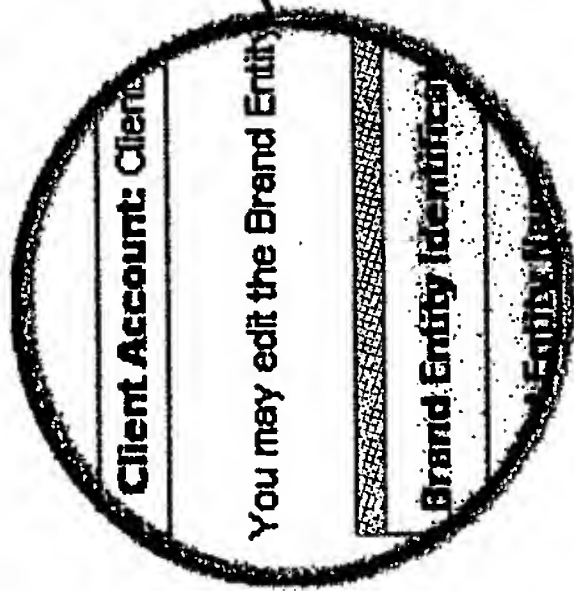
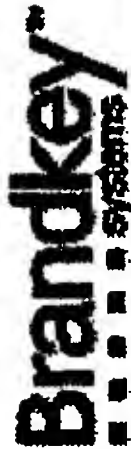


FIG. 46 I 1

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Standard Demonstration Mode

Update Company Information

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may update Client Information here.

Client Name:

Client Address:

City:

State:

Zip/Postal Code:

Country:

Phone Number:

Fax Number:

E-mail Address:

Company Website:

Contact Person:

Contact Phone Number:

Contact Fax Number:

Contact E-mail Address:

MIN:

SPIN:

Submit

FIG. 46 I 2

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Standard Demonstration Mode

Update Administrator Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update your Administrator Information here. Click Next to edit your Administrator Access Rights.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		

Next

FIG. 46 I 3



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Premium Agents

Standard Demonstration Mode

Update User Access Rights

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

- ☒ Brandkey Create
- ☐ Brand Knowledge Network Management Suite contains:
- » Control Panel for Managing Brand Knowledge Network
- ☐ Brand Building Web Resources Hosting Suite contains:
- » Control Panel for Hosting Brand Building Web Resources

FIG. 46I4

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Standard Demonstration Mode

Update User Account Rights

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brandkey Create

- ☐ Brand Information Network Management Suite contains:
  - » Control Panel for Managing Brand Information Network
- ☐ Brand Building Web Resources Hosting Suite contains:
  - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

- Virtual Kiosk Generation Suite contains:
- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
  - ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:



FIG. 46 ISA

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- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - » Control Panel for Managing Promotional Campaigns

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FIG. 46I5B



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Client/ Administrator Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Administrator Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John  
Middle Name:  
Last Name: Smith  
Phone Number: 203-555-0777  
Fax Number: 203-555-0778  
E-mail Address: jsmith@disney.com  
User Name: John  
Password: Smith  
Confirm Password: Smith  
Active: ☒

Brandkey Create

- ☒ Brand Information Network Management Suite contains:
  - » Control Panel for Managing Brand Information Network
- ☒ Brand Building Web Resources Hosting Suite contains:
  - » Control Panel for Hosting Brand Building Web Resources

FIG. 46 I 6

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Brandkey Systems Subsystem

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■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

AQ. 46 I 7

Edit Confirm



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.

Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

FIG. 4618

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- ☐ » Control Panel for Installing Product-Specific Virtual Kiosk
- ☐ » Control Panel for Installing Service-Specific Virtual Kiosk
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosk
- ☐ » Control Panel for Installing Service-Provider Specific Virtual Kiosk
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosk
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosk
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosk

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - » Control Panel for Managing Promotional Campaigns

Submit

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FIG. 46 I 9



Update Company Info

Update Admin Info

Update Available Services

Edit Brand Entity Info

Certify Ad Agents

Certify Promo Agents

Control Panel for Administering Accounts

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

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FIG. 46I10



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Add New Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Automotive ☒

Brand Manager ☒

Add Trademarks

Next

FIG 46 I 11

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents  
Add New Brand Entity | Edit Brand Entity

Standard Demonstration Mod

Add New Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Servicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:	<input type="text"/>
Product Descriptor (PD):	<input type="text"/>
Service Descriptor (SD):	<input type="text"/>
Product/Service Category:	Automotive <input checked="" type="checkbox"/>
US Trademark Registration Number:	<input type="text"/>
Legal Owner of Brand Entity:	<input type="text"/>
Year Brand Entity was Established:	<input type="text"/>
Relationship of Administrator to Legal Owner:	Brand Manager <input checked="" type="checkbox"/>

Add Trademarks | Next

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Standard Demonstration Mode

ADD NEW TRADEMARK TO PORTFOLIO

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New File-Based Trademark/Service Mark:

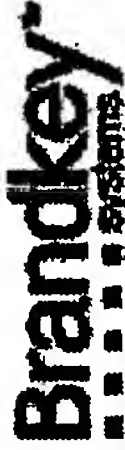
Browse

Update

Next

FIG 46 I12

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mod

Select Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

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FIG. 46 I 13



Control Panel for Administering Accounts



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

EDIT BRAND ENTITY

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number:	09009876-09
Brand Entity Name:	Here will go the trademark
Product Descriptor (PD):	Here will go the product description
Service Descriptor (SD):	Here will go the service description
Product/Service Category:	Automotive
US Trademark/Service Mark Registration Number:	098909388-098
Legal Owner Brand:	Brand owner
Year Brand Entity was Established:	Name of owner
Relationship of Administrator to Legal Owner:	Brand Manager

Back Submit

FIG. 46 I 14

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Edit Trademark/Service Mark Portfolio

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New Image-Based Trademark/Service Mark:

 Browse

Back | Update | Next

FIG. 46 F15

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Confirm Brand Entity Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Brand Entity Identification Number: 09009876-09

Brand Entity Name: Here will go the brand entity name

Product Descriptor (PD): Here will go the product description

Service Descriptor (SD): Here will go the service description

Product/Service Category: Automotive

US Trademark/Service Mark Registration Number: 098909388-098

Legal Owner Brand: Brand owner

Year Brand Entity was Established: 1921

Relationship of Administrator to Legal Owner: Brand Manager

Portfolio of Trademarks (TM)/Service Marks (SM):

Edit Confirm

F1 G. 46 I 16

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Update Certified Registered Advertising Agents

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

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Update Uncertified Registered Advertising Agents

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 17



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FIG. 4/6 I 18



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mod

Update Certified Registered Promotional Agents

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

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Update Uncertified Registered Promotional Agents

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 19



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FIG. 46 IZO



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

### Standard Demonstration Mode

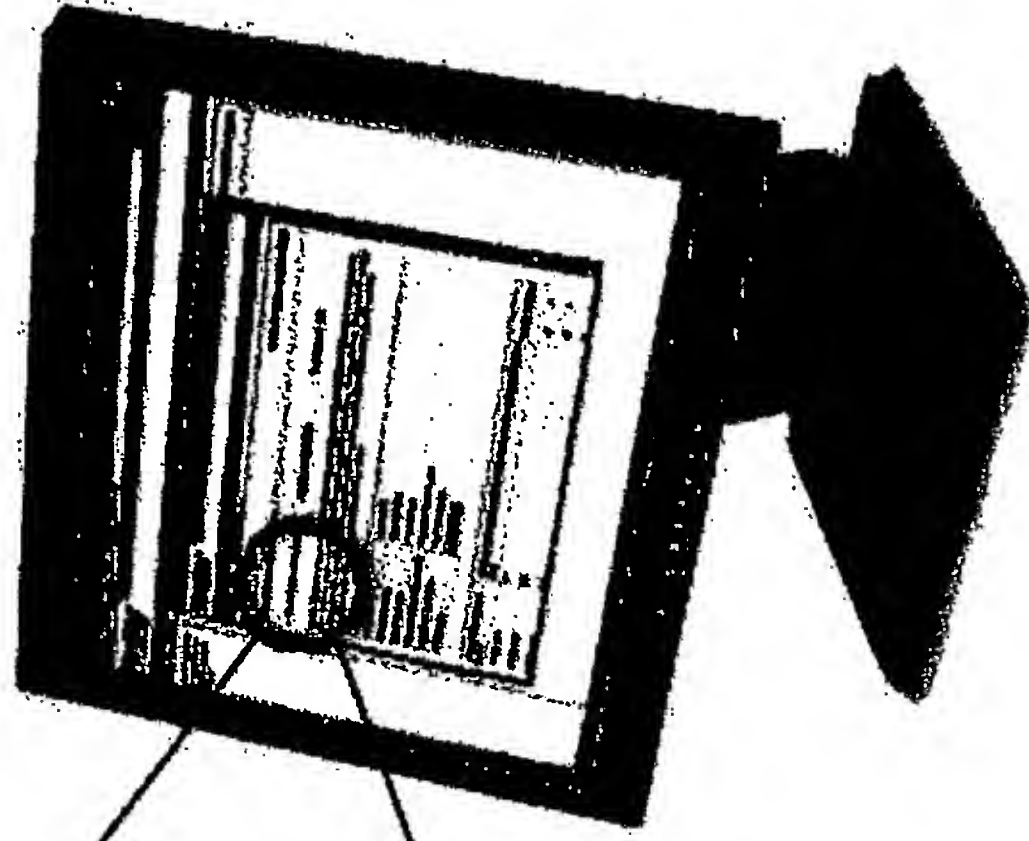
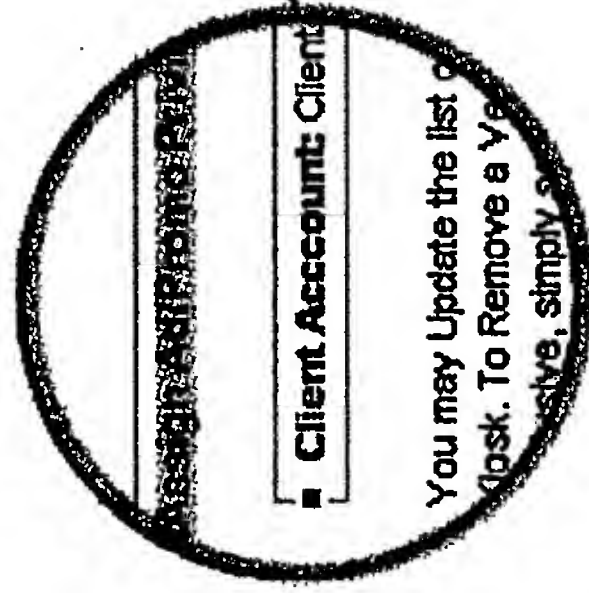
Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 46J1





Control Panel for Administering AdPromo Privileges

View/Edit AdPromo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

Secure Virtual Kiosk

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

The following Virtual Kiosks have been installed. Click on the Virtual Kiosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Kiosk.

Virtual Kiosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
<u>Virtual Kiosk ID 1</u>	Virtual Kiosk name 1	Virtual Kiosk Type 1	Virtual Kiosk Installation Location 1	Privilege Type 1
<u>Virtual Kiosk ID 2</u>	Virtual Kiosk name 2	Virtual Kiosk Type 2	Virtual Kiosk Installation Location 2	Privilege Type 2
<u>Virtual Kiosk ID 3</u>	Virtual Kiosk name 3	Virtual Kiosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
<u>Virtual Kiosk ID 4</u>	Virtual Kiosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
<u>Virtual Kiosk ID 5</u>	Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Kiosk Installation Location 5	Privilege Type 5

Back 1 2 3 4 5 Next

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FIG. 46J2



Control Panel for Administering AdPromo Privileges

View/Edit AdPromo Privileges For Installed Virtual Kiosks

Assign AdPromo Privileges

Standard Demonstration Mode

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Kiosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Kiosk ID:

Virtual Kiosk Name:

Virtual Kiosk Type:

Virtual Kiosk Installation Location:

Virtual Kiosk Installed By:

Privilege Type:

Virtual Kiosk ID

Virtual Kiosk Name

Virtual Kiosk Type

Virtual Kiosk Installation Location

Virtual Kiosk Installed By

Not Allowed

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	Shared	Exclusive
Vendor name 1	MIN 1	<input checked="" type="checkbox"/>	<input type="radio"/>
Vendor name 2	MIN 2	<input checked="" type="checkbox"/>	<input type="radio"/>
Vendor name 3	MIN 3	<input checked="" type="checkbox"/>	<input type="radio"/>
Vendor name 4	MIN 4	<input checked="" type="checkbox"/>	<input type="radio"/>
Vendor name 5	MIN 5	<input checked="" type="checkbox"/>	<input type="radio"/>

1 2 3 4 5 Next

FIG. 46 J3

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Add Vendor

Submit

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FIG. 46 J4



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

## Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/  
Service Provider Identification Number (SPIN):

City:

State:

Zip/Postal Code:

Country:

All United States

United States

Search

FIG 46 K1

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View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

Standard Demonstration Mode

Assign Vendors

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Kiosk	Shared	Exclusive
Vendor Name 1	MIN 1	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 2	MIN 2	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 3	MIN 3	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 4	MIN 4	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 5	MIN 5	1000	<input type="checkbox"/>	<input type="radio"/>

Back 1 2 3 4 5 Next

Submit

FIG. 46 K2

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Brandkey™  
.....create

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Create Subsystem Benefits | Brand Information Network Management Suite | Brand Bulletin Board Resources | Branding Suite

Tutorials  
• Brandkey Create

# Create

## Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded products and services.



[http://www.brandkeysystems.com/bk\\_create/index\\_create.html](http://www.brandkeysystems.com/bk_create/index_create.html)

6/6/2003

FIG. 47A1

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[http://www.brandkeysystems.com/bk\\_create/index\\_benefits.html](http://www.brandkeysystems.com/bk_create/index_benefits.html)



1945-1946

**Brandkey**  
... create

Select Brand Entry

Control Panel for Managing Brand Information Network

### Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

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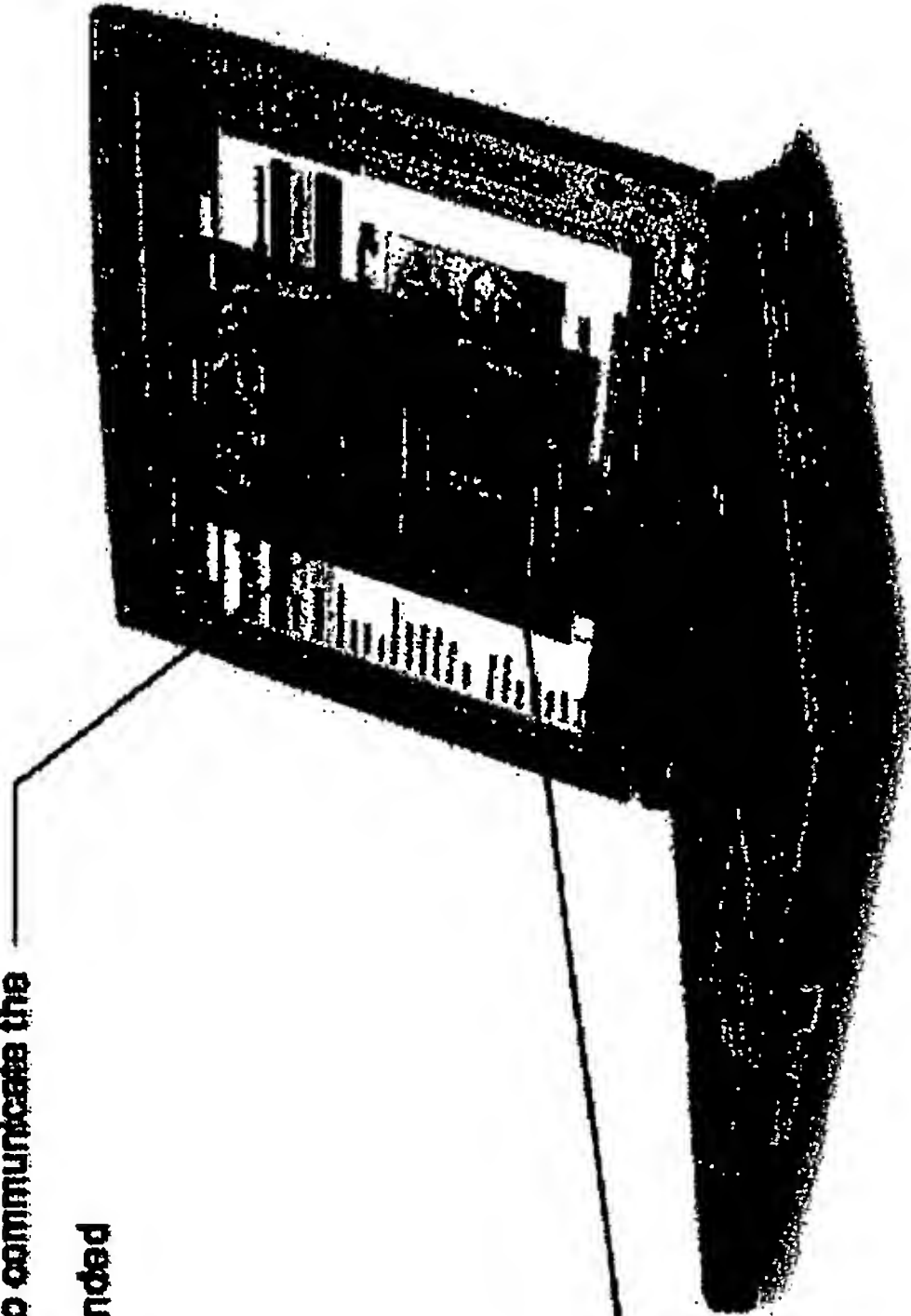
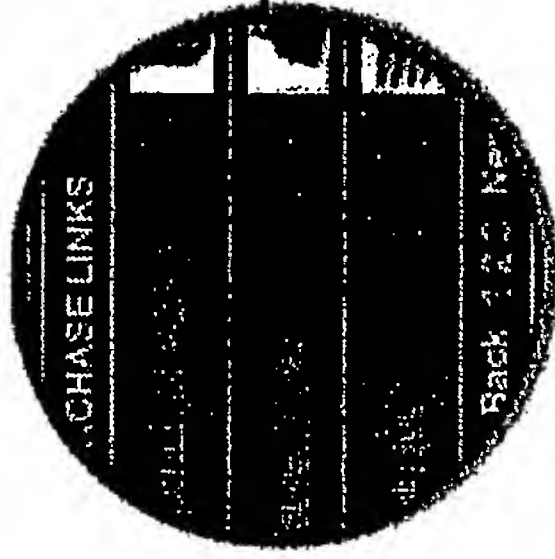


FIG 47B2

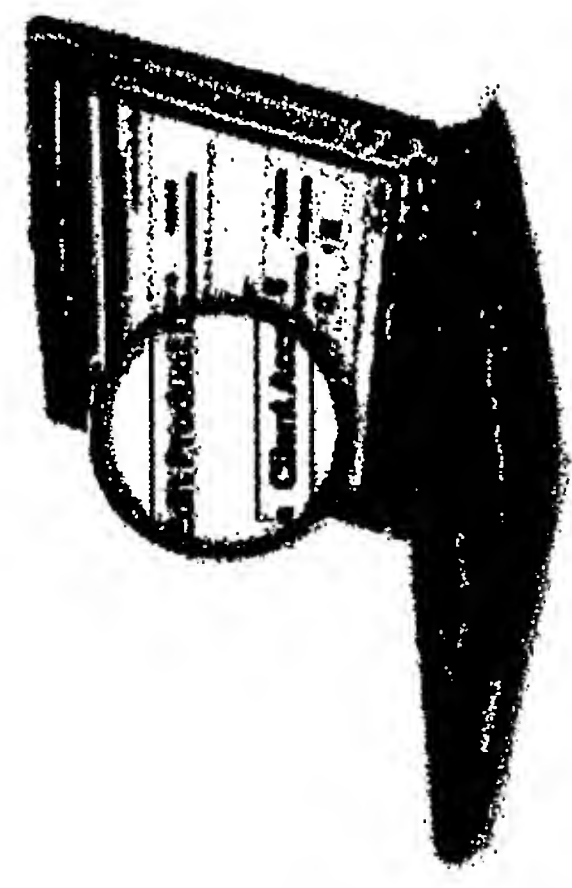
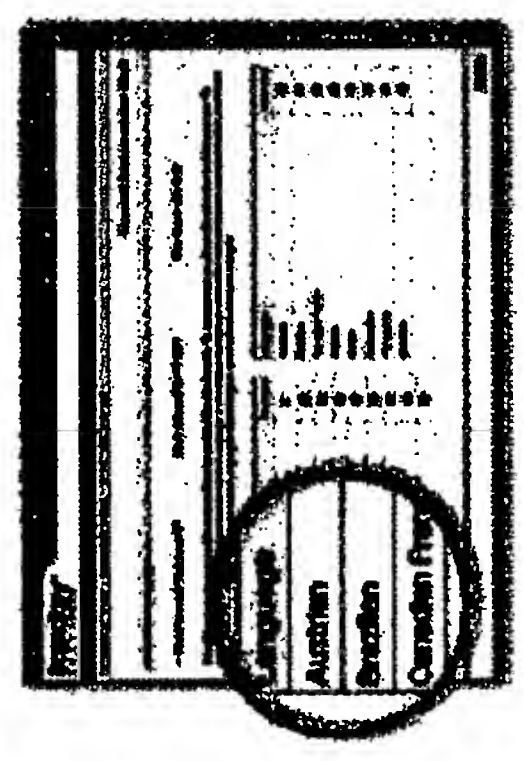


Control Panel for Managing Brand Information Network

### Standard Demonstration Mod

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

**Manage Branded Products and Services**  
Create Interactive Brand Information Networks designed to communicate the essential value and character.



**Manage Brand Information Networks**  
Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B3

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Control Panel for Managing Brand Information Network

Select Brand Entity

Standard Demonstration Mod

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity: Brand Entity 1

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Select

FIG. 47B4



Control Panel for Managing Brand Information Network

Select Brand Entity  
Select Brand Entity

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

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Continue

FIG. 47BS





Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

### Standard Demonstration Mod

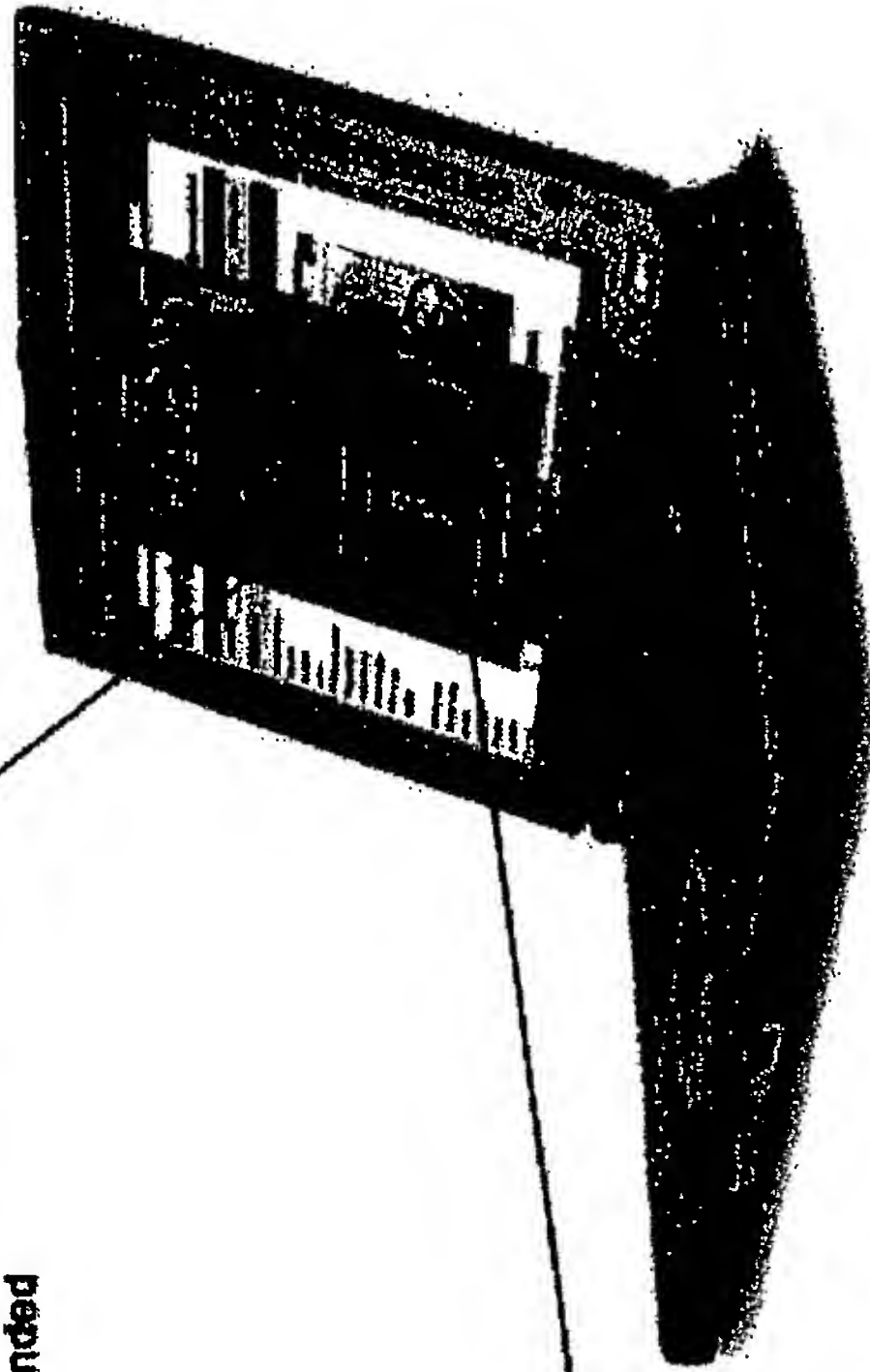
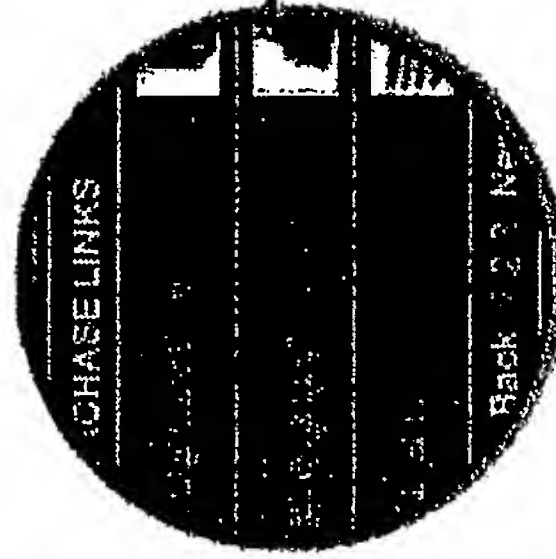
Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 47 B6



Control Panel for Managing Brand Information Network

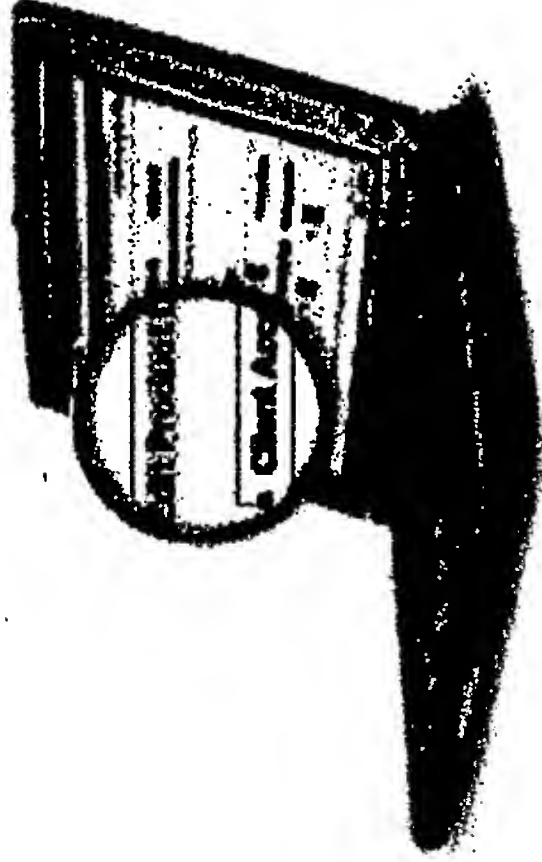
Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Configure Control Panel

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services  
Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks  
Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B7

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Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Set Number of Nodes

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

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FIG 47B8



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the different indices which you wish to activate for each Node in your Brand Information Networks.

- ☒ Activate Text Support at Node Link-Indexing
- ☒ Activate Node Label Font Link-Indexing
- ☒ Activate Graphic Image Supported at Node Link-Indexing
- ☒ Activate Sound File Supported at Node Link-Indexing
- ☒ Activate Pre/Post-Purchase Type Link-Indexing
- ☒ Activate Brand Identification Link-Indexing
- ☒ Activate Purchase Enabling Link-Indexing
- ☒ Activate Advertisement/Promotion Link-Indexing
- ☒ Activate Brand Value Indication Measurement
- ☒ Activate Brand Value Voting Selection

Next

Fig. 47B9

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Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mod

Select Node Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that Language. To remove a Language, uncheck the checkbox for that Language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Finish

Fig. 47B10

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Control Panel for Managing Brand Information Network

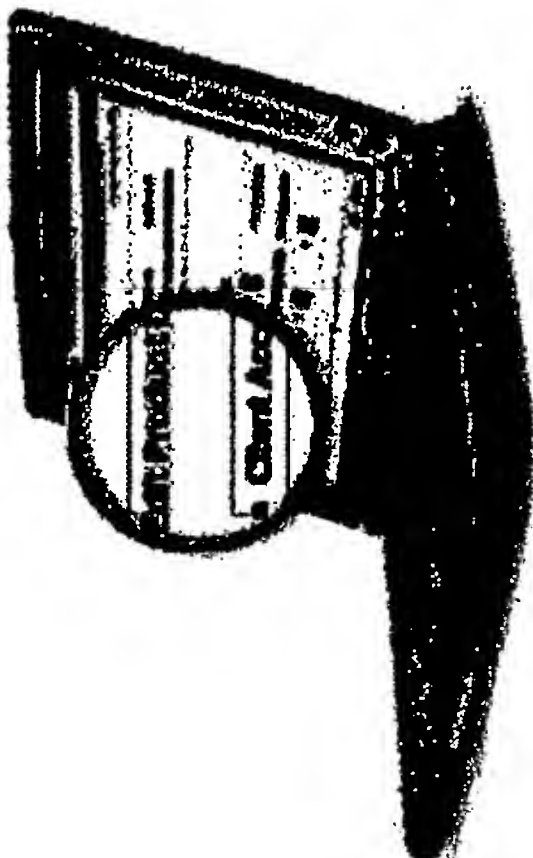
Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links  
Create New String Records | Brand/Manage Data String Records | Create New Data String Records | Synchronize Data String Records

Standard Demonstration Mode

Manage Product Data Strings

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services  
Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks  
Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B11

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Control Panel for Managing Brand Information Network



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links  
Manage Branding Resources | Manage Branding Data Strings | Create New Data String | Synchronize Existing Records

Standard Demonstration Mode

Import Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

This service will be implemented in a future release.

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FIG. 47 B12



.....create

Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Search for Product Data String Record

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number ☐

Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number ☐



Search for Product Data String Record

Standard Demonstration Mode

FIG. 47B13

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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939

Brand Entity Name

Trek, Ink  
Iomega  
Gatorade  
Nike  
Trek, Ink

Product Name

Trek® Cycles 2002  
Jaz® Discs 2002  
Gatorade USA 2002  
Just Do It  
Trek® Cycles 2002

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Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939

Brand Entity Name

Trek, Ink  
Iomega  
Gatorade  
Nike  
Trek, Ink

Service Name

Trek® Cycles 2002  
Jaz® Discs 2002  
Gatorade USA 2002  
Just Do It  
Trek® Cycles 2002

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Standard Demonstration Mode

Edit Product Data String Record

Edit Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith


You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

FIG. 47B14

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Brandkey Create Subsystem





Universal Product Number Type: 

Universal Product Number (UPN):


Product Descriptor (PD): 

Here will go the Product Description

Trademarks (TM):

<input type="checkbox"/> Here will go the Trademark 	<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> 	<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> Here will go the Trademark 	<input type="checkbox"/> 

You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.





Universal Service Number Type: 

Universal Service Number (USN):

Service Descriptor (SD): 

Here will go the Service Description

Servicemarks (SM):

<input type="checkbox"/> Here will go the Servicemark 	<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> 	<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark 	<input type="checkbox"/> 

Back

Update

FIG. 47B15

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Standard Demonstration Mode

Confirm Product Data String Record      Confirm Service Data String Record

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Product Number Type: Universal Product Number Type  
Universal Product Number (UPN): 9909930-00939  
Product Descriptor (PD): Here will go the Product Descriptor  
Trademarks (TM):  
Here will go the Trademark      Here will go the Trademark  
Here will go the Trademark      Here will go the Trademark  
Here will go the Trademark      Here will go the Trademark

Your Service Data String Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Service Number Type: Universal Service Number Type  
Universal Service Number (USN): 9909930-00939  
Service Descriptor (SD): Here will go the Service Descriptor  
Servicemarks (SM):  
Here will go the Servicemark      Here will go the Servicemark  
Here will go the Servicemark      Here will go the Servicemark

FIG. H7B16A

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Here will go the Servicemark



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FIG. 47B16B



Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

Add New Product Data String

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

☐ Here will go the Trademark

☐ Here will go the Trademark

☐ Here will go the Trademark

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):




Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

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FIG. 47B17

Brandkey Create Subsystem

Service mark (SM):

<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		

Add New

Standard Demonstration Mode

Confirm New Product Data String

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

The new Product Data String Brand-Related Keys (UPN/TM/PD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.





Universal Product Number Type:	Universal Product Number Type	
Universal Product Number (UPN):	9909930-00939	
Product Descriptor (PD):	Here will go the Product Descriptor	
Trademarks (TM):	Here will go the Trademark	Here will go the Trademark
		
	Here will go the Trademark	Here will go the Trademark
		
	Here will go the Trademark	

FIG. 47 B18

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The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type: Universal Service Number Type

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Service Mark (SM): Here will go the Service Mark



Here will go the Service Mark



Here will go the Service Mark



Here will go the Service Mark

Here will go the Service Mark



Edit

Confirm

3AA-1046

FIG. 47B19

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Brandkey Create Subsystem

Control Panel for Managing Brand Information Network



Select Brand Entry    Configure Control Panel    Manage Product Data Strings    Manage Product Data Links

Standard Demonstration Mod

Synchronize Data String Records

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

This service will be implemented in a future release.

FIG. 47B20

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[http://www.brandkeysystems.com/bk\\_create/m\\_control\\_panel\\_string\\_synchronize.html](http://www.brandkeysystems.com/bk_create/m_control_panel_string_synchronize.html)





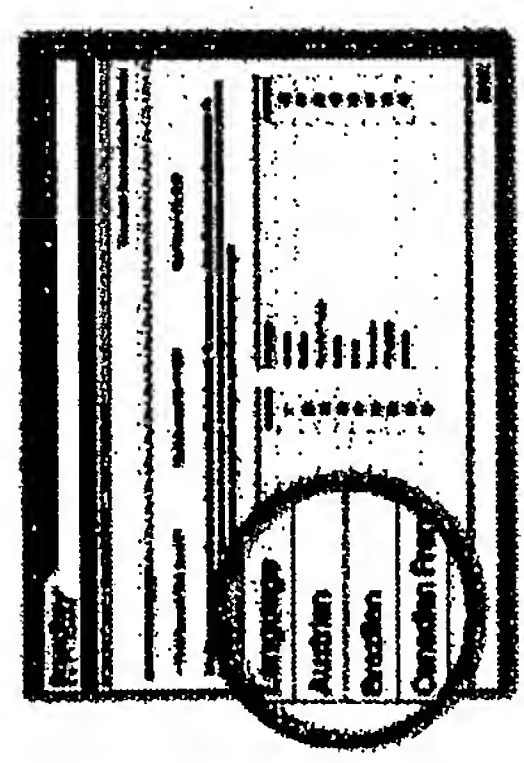
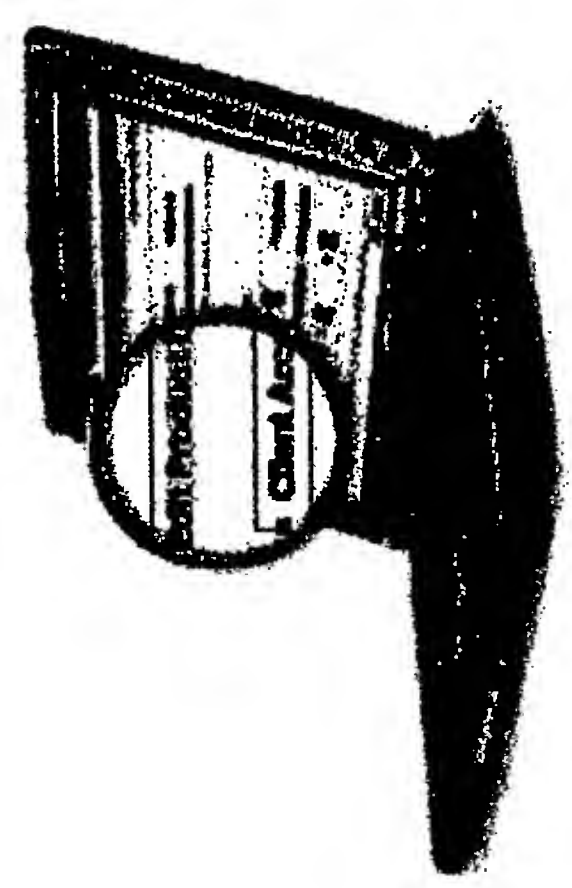
Select Brand Entry      Configure Control Panel      Manage Product Data Settings      Manage Product Data Links

Share Manage Data Link Account      Client Account No: 7145001      User Name: John Smith

Standard Demonstration Mode

Manage Product Data Links

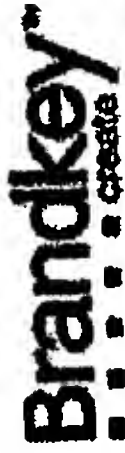
Manage Branded Products and Services  
Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks  
Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B21

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## Standard Demonstration Mod

Select Product Data String Record

Select Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

Universal Product Number



By:

Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

Universal Service Number



By:



## Standard Demonstration Mode

Select Product Data String Record

Select Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Fig. 47B22

Brandkey Create Subsystem

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

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Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

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FIG. 47B23

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Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

EDITING PRODUCT DATA LINK RECORD

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939	Here will go the Product Descriptor	Here will go the Trademark	Here will go the Trademark
Product Descriptor (PD):			Here will go the Trademark	Here will go the Trademark
Trademarks (TM):			Here will go the Trademark	Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):	9909930-00939	Here will go the Service Descriptor
Service Descriptor (SD):		
Servicemark (SM):		

FIG. 47 B24A

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Brandkey Create Subsystem

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

ACTIVE

Inactive

All Active Links

All Inactive Links

All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link: ☐ Pre-Purchase Link ☐ Post-Purchase Link

Index as Brand Entity Link: ☐ Yes ☐ No

Index as Purchase Enabling Link: ☐ Yes ☐ No

Index as Advertisement/Promotional Link: ☐ Advertisement ☐ Promotion

Enable Advertisement/Promotion Spot Selection: ☐ Advertisement ☐ Promotion

- Data Link Languages:
- ☐ English
- ☒ Spanish
- ☒ French
- ☒ German
- ☒ Japanese
- ☒ Dutch
- ☒ Italian
- ☒ Chinese
- ☒ Danish
- ☒ Austrian
- ☒ Brazilian
- ☒ Canadian French
- ☒ Catalan
- ☒ Finnish
- ☒ Norwegian

FIG. 47B24B

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☒ Portuguese ☐ Swedish

Enable Brand Value Voting:

☐ Yes ☐ No

Brand Value Indication Measurement:

☒ ★ ☐ ★★ ☐ ★★★ ☐ ★★★★ ☐ ★★★★★

Active Node:

☒ Yes ☐ No

Update

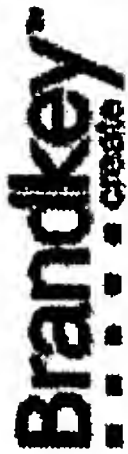
44 | ◀ Back 1 2 3 4 5 Next ▶ ▶▶

Back Next

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FIG. 47B24C





Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

Edit the Product Data Link Record

Edit the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademark (TM): Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Servicemark (SM):

FIG. 47B24D

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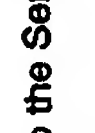


Brandkey Create Subsystem

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark



Active	InActive	All Active Links	All Inactive Links	All Links
--------	----------	------------------	--------------------	-----------

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

☐ Pre-Purchase Link ☐ Post-Purchase Link

Index as Brand Entity Link:

☐ Yes ☐ No

Index as Purchase Enabling Link:

☐ Yes ☐ No

Index as Advertisement/Promotional Link:

☐ Advertisement ☐ Promotion

Enable Advertisement/Promotion Spot Selection:

☐ Advertisement ☐ Promotion

Data Link Languages:

☐ English ☐ Spanish ☐ French ☐ German ☐ Japanese  
☐ Dutch ☐ Italian ☐ Chinese ☐ Danish ☐ Austrian

R1G, 47B24E

Brandkey Create Subsystem

☒ Brazilian ☒ Canadian French ☒ Catalan ☒ Finnish ☒ Norwegian

☒ Portuguese ☒ Swedish

Enable Brand Value Voting:

☐ Yes ☐ No

Brand Value Indication Measurement:

★★★★★

★★★★★

★★★

★★

Active Node:

☒ Yes ☐ No

Update

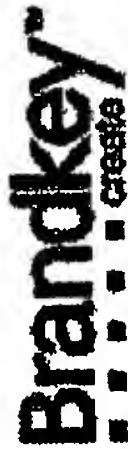
44 | < Back 1 2 3 4 5 Next > | >

Back Next

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FIG. 47B24F

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Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Descriptor		
Trademarks (TM):	Here will go the Trademark	Here will go the Trademark	Here will go the Trademark
			
	Here will go the Trademark	Here will go the Trademark	Here will go the Trademark

Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):	9909930-00939		
Service Descriptor (SD):	Here will go the Service Descriptor		
Service mark (SM):	Here will go the Servicemark	Here will go the Servicemark	Here will go the Servicemark

FIG. 47B24G

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Brandkey Create Subsystem

Here will go the Servicemark      Here will go the Servicemark

Active      Inactive      ALL ACTIVE LINKS      All Inactive Links      All Links

Select Node Label Language:			
URL at Node	Text at Node	Active	
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>	
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>	
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>	
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>	
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

Back Next

FIG. 47B24H

[http://www.brandkeysystems.com/bk\\_create/m\\_control\\_panel\\_link\\_search-all-active.html](http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-all-active.html)

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Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

EDIT THE PRODUCT DATA LINK RECORD

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademark (TM): Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Servicemark (SM):

FIG. 4 B 24 I

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Here will go the Servicemark  
Here will go the Servicemark  
Here will go the Servicemark  
Here will go the Servicemark

Active Inactive All Active Links All Inactive Links All Links

Select Data Link Language:

All Set

URL at Node	Text at Node	Active
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>

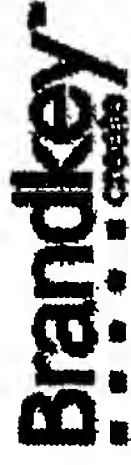
Update

Back 1 2 3 4 5 Next

Back Next

FIG. 47B 24 J





Standard Demonstration Mode

Edit the Product Data Link Record | Edit the Service Data Link Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939	Here will go the Product Descriptor		Here will go the Trademark	Here will go the Trademark
Product Descriptor (PD):					
Trademark (TM):					

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939  
Service Descriptor (SD): Here will go the Service Descriptor

FIG. 47B24K

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Brandkey Create Subsystem

Serviceemark (SM):

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Active

Inactive

All Active Links

All Inactive Links

ALL LINKS

Select Data Link Language:

All

Set

URL at Node	Text at Node	Active
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input checked="" type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input checked="" type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	<input checked="" type="checkbox"/>

Update

44 | 4 Back 1 2 3 4 5 Next > >>

Back

Next

FIG. 47B241

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Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select the Display Schema

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

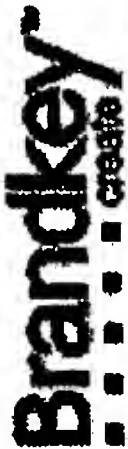
Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

- Brand Information Network Display Schema:
- ☒ Pre/Post Purchase Display Schema
  - ☐ Simplex Display Schema
  - ☐ Complex Display Schema

Back Next

FIG. 47B24M

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Standard Demonstration Mode

Customize the Display Schema

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

Background Image:

Node Label Font:

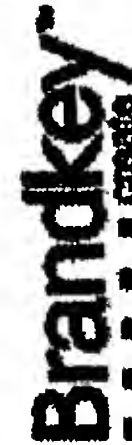
Node Label Font Color:

FIG. 47 B24N

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Brandkey Create Subsystem

Control Panel for Managing Brand Information Network



Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Confirm the Display Schema

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

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Edit Confirm

FLG. 47B240

6/16/2003



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Search for Product Data String Records | Search for Service Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:  Universal Product Number

Search for Service Data String Records

Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:  Universal Service Number



Standard Demonstration Mode

Search for Product Data String Records | Search for Service Data String Records

FIG. 47 BZ4P

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Brandkey Create Subsystem

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>99099330-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>99099330-00939</u>	Iomega	Jaz® Discs 2002
<u>99099330-00939</u>	Gatorade	Gatorade USA 2002
<u>99099330-00939</u>	Nike	Just Do It
<u>99099330-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>99099330-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>99099330-00939</u>	Iomega	Jaz® Discs 2002
<u>99099330-00939</u>	Gatorade	Gatorade USA 2002
<u>99099330-00939</u>	Nike	Just Do It
<u>99099330-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required Information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.

FIG. 47BZS

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Brandkey Create Subsystem

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

44 | 4 Back 1 2 3 4 5 Next ▶▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

44 | 4 Back 1 2 3 4 5 Next ▶▶▶

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data

FIG. 47B25



Brandkey Create Subsystem

String.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trade Mark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the indicated Service Data String.

Universal Service Number (USN):

9909930-00939

Service Description (SD):

Here will go the Service Description

Service mark (SM):

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



URL at Node:

Text at Node:

Node Label:

FIG. 47B26

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Brandkey Create Subsystem

Graphic Image Supported at Node:



Graphic

Sound File Supported at Node:

Graphic

Type of Purchase Link:

☐ Pre-Purchase Link ☐ Post-Purchase Link

Index as Brand Entity Link:

☐ Yes ☐ No

Index as Purchase Enabling Link:

☐ Yes ☐ No

Index as Advertisement/Promotion Link:

☐ Advertisement ☐ Promotion

Enable Advertisement/Promotion Spot Selection:

☐ Advertisement ☐ Promotion

Data Link Language:

<input type="checkbox"/> English	<input checked="" type="checkbox"/> Spanish	<input checked="" type="checkbox"/> French	<input checked="" type="checkbox"/> German	<input checked="" type="checkbox"/> Japanese
<input checked="" type="checkbox"/> Dutch	<input checked="" type="checkbox"/> Italian	<input checked="" type="checkbox"/> Chinese	<input checked="" type="checkbox"/> Danish	<input checked="" type="checkbox"/> Austrian
<input checked="" type="checkbox"/> Brazilian	<input checked="" type="checkbox"/> Canadian French	<input checked="" type="checkbox"/> Catalan	<input checked="" type="checkbox"/> Finnish	<input checked="" type="checkbox"/> Norwegian
<input checked="" type="checkbox"/> Portuguese	<input checked="" type="checkbox"/> Swedish			

Enable Brand Value Voting:

☐ Yes ☐ No

Active Node:

☒ Yes ☐ No

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FIG. 47B27





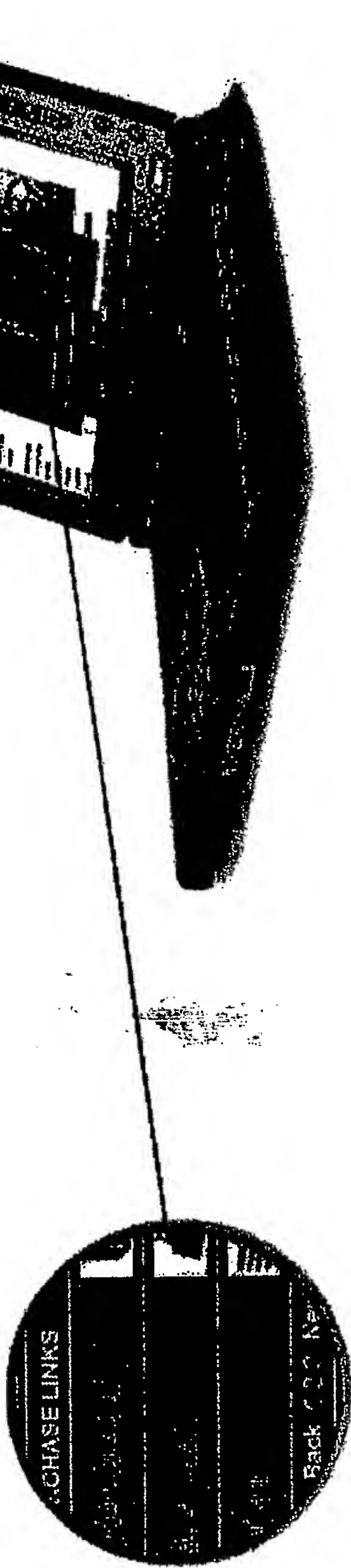
Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 47C2

Brandkey Create Subsystem

**Brandkey™**  
create

Select Brand Entity

Select Brand Entity

**SELECT BRAND ENTITY**

Client Account: DISNEY

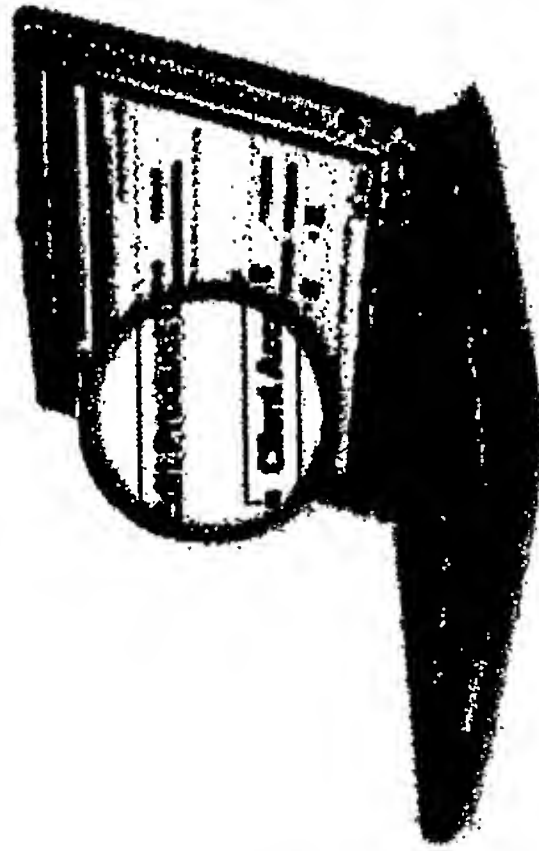
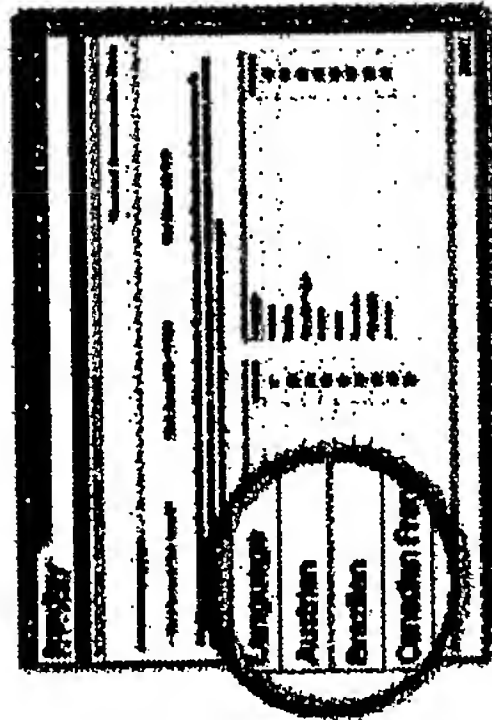
Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47c3

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Control Panel for Hosting Brand Building Web Resources



Select Brand Entity

Select Brand Entity

Standard Demonstration Mode

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity : Brand Entity 1

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Select

FIG. 47C4

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Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Control Panel for Hosting Brand Building Web Resources

Continue

FIG. 47C5

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Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

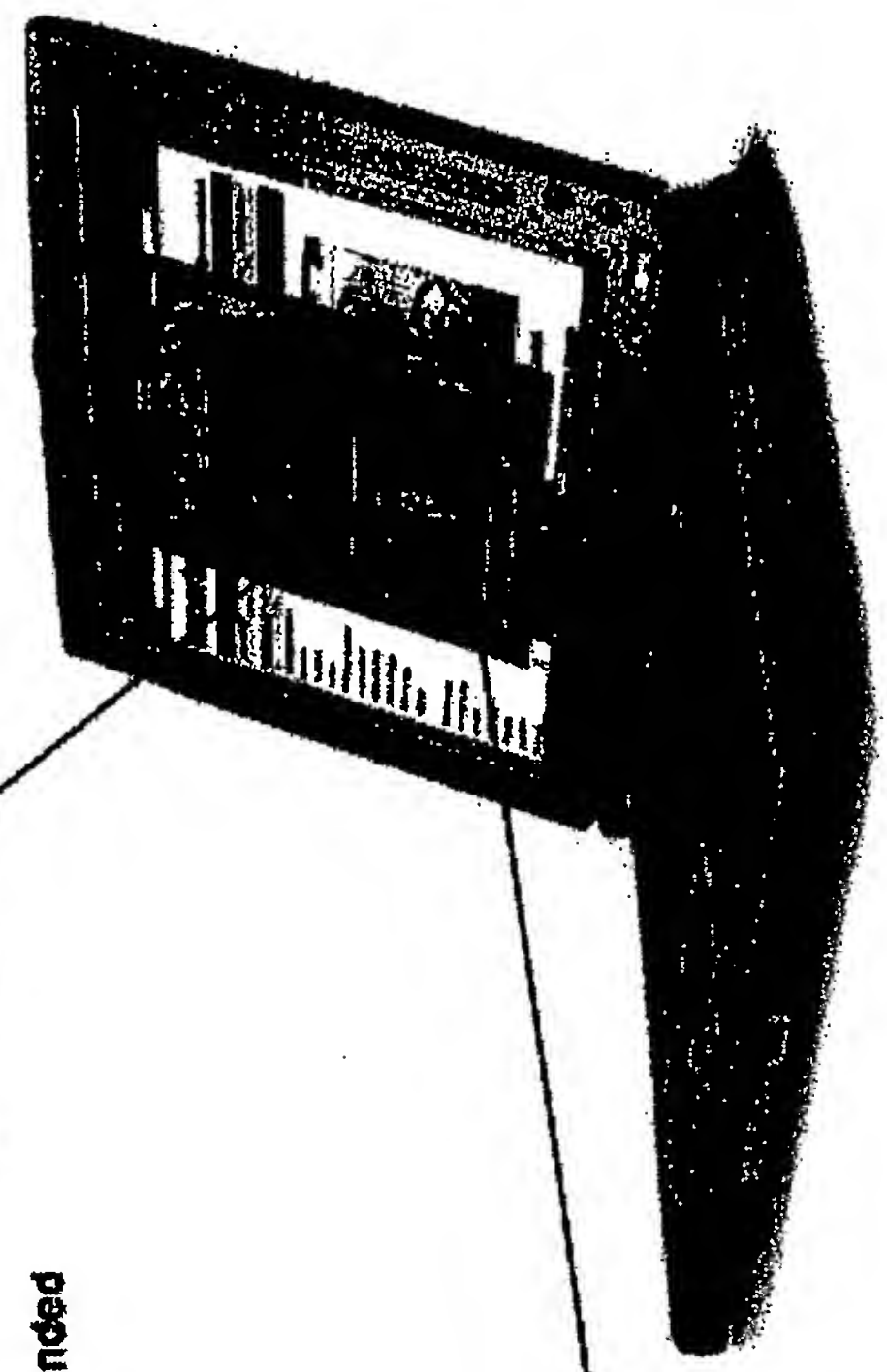
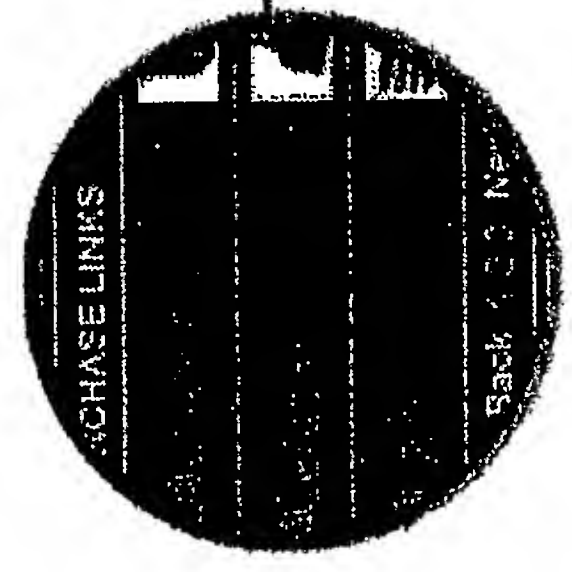


FIG. 47C6

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Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

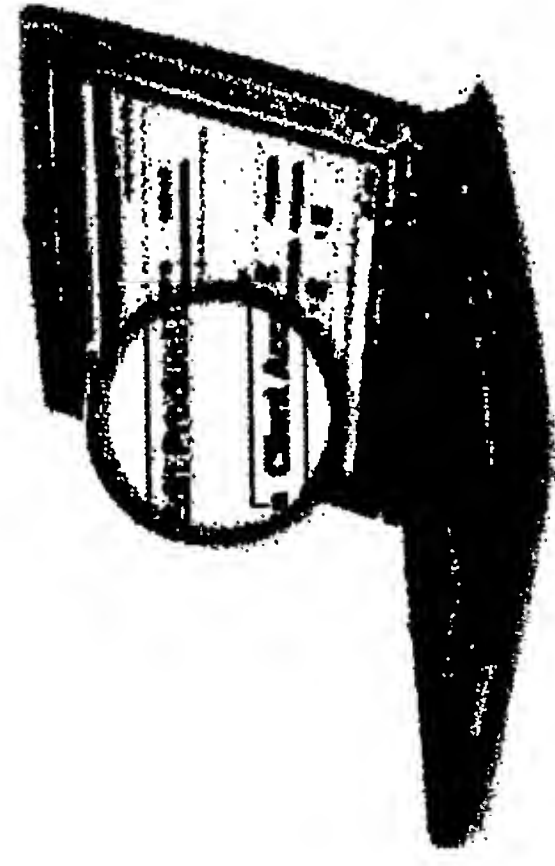
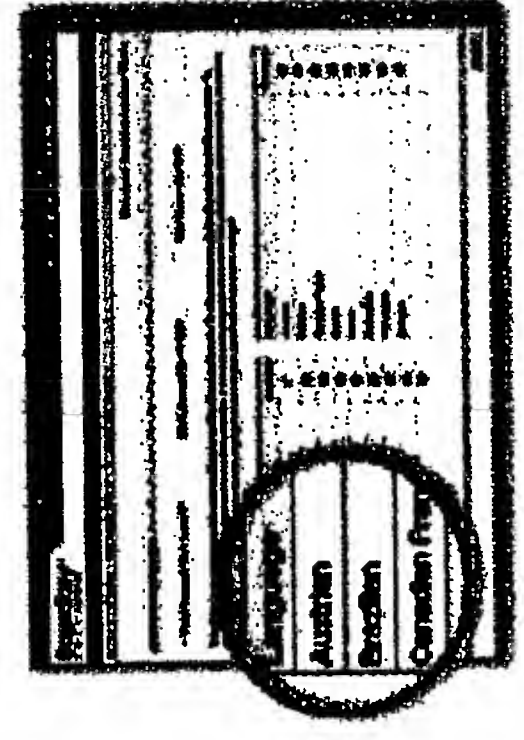
Search for New Branding Resources

Standard Demonstration Mode

Manage Product Data Strings

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services  
Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks  
Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47C7

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Standard Demonstration Mode


Search for Product Data String Record: | Search for Service Data String Record:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:  By: Universal Product Number 

Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

Search for Brandkey Data String Record:  By: Universal Service Number 



Standard Demonstration Mode

Select Product Data String Record: | Select Service Data String Record:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C8

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Brandkey Create Subsystem

Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

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Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

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Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the Product Data String Information. Click continue to return to the search results page.

[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_string\\_search.html](http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html)

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FIG. 47C9

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Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademarks (TM):

Here will go the Trademark		Here will go the Trademark
	Here will go the Trademark	Here will go the Trademark
Here will go the Trademark		

Please review the Service Data String Information. Click continue to return to the search results page.

Universal Service Number (USN): 9909930-00939

Service Description (SD): Here will go the Service Description

Service Mark (SM):

Here will go the Servicemark		Here will go the Servicemark
	Here will go the Servicemark	Here will go the Servicemark
Here will go the Servicemark		

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FIG. 47C10



Control Panel for Hosting Brand Building Web Resources



Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Manage Product Data Links

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

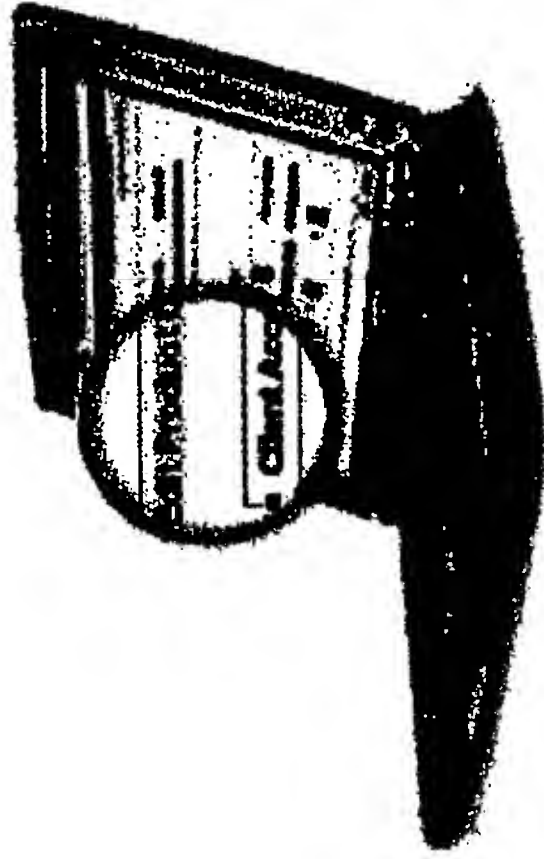


FIG. 47C11

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Standard Demonstration Mod

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record:  By: Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record:  By: Universal Service Number



Standard Demonstration Mod

Select Product Data String Record | Select Service Data String Record

FIG. 47C12

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Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47C13A

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Standard Demonstration Mode

View the Product Data Link Record    View the Service Data Link Record

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Description

Trademark (TM): Here will go the Trademark    Here will go the Trademark

Here will go the Trademark    Here will go the Trademark

Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Description

Servicemark (SM):

FIG. 47C13B

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Brandkey Create Subsystem

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark



ACTIVE	Inactive	All Active Links	All Inactive Links	All Links
--------	----------	------------------	--------------------	-----------

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:



Sound File Supported at Node:

Type of Purchase Link:

Pre-Purchase Link

Post-Purchase Link

Index as Brand Entity Link:

Yes

No

Index as Purchase Enabling Link:

Yes

No

Index as Advertisement/Promotional Link:

Advertisement

Promotion

Enable Advertisement/Promotion Spot Selection:

Advertisement

Promotion

Node Label Languages:

English

Spanish

French

German

Japanese

Dutch

Italian

Chinese

Danish

Austrian

Brazilian

Canadian French

Catalan

Finnish

Norwegian

Portuguese

Swedish

FIG. 47C13C

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Brandkey Create Subsystem

Enable Brand Value Voting:

Yes No

Brand Value Indication Measurement:

★ ★★ ★★★★★

Active Node:

Yes No

◀◀ Back 1 2 3 4 5 Next ▶▶

Back Next

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R1G 47 C13D

6/16/2003



Select Brand Entity

Standard Demonstration Mode

View the Product Data Link Record

View the Service Data Link Record

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Description		
Trademark (TM):	Here will go the Trademark	Here will go the Trademark	Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):	9909930-00939	
Service Descriptor (SD):	Here will go the Service Description	
Servicemark (SM):		

FIG. 47C13E

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Brandkey Create Subsystem

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Active

INACTIVE

All Active Links

All Inactive Links

All Links

URL at Node: <http://www.nike.com/sneakers.html> Node Label

Text at Node: Node Label Geometry: square

Node Label: Node Label Font: Arial

Graphic Image Supported at Node: Node Label Font Color: Black

Sound File Supported at Node:

Type of Purchase Link: Pre-Purchase Link  
Index as Brand Entity Link: Yes

Index as Supply Channel Related Link: Yes

Index as Advertise/Promote Link: Advertisement

Enable Brand Value Voting: Yes

Brand Value Indicator Scale: ★★★★★

Active Node: No

Background Color Background Image Background Sound

FIG. 47C13F

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6/16/2003

Brandkey Create Subsystem

Black

Product-Specific  
Virtual Kiosks  
Deploy Schema

Pre-Post Purchase

[view](#)

Vendor-Specific  
Virtual Kiosks  
Deploy Schema

Simplex

[view](#)

Retailer-Specific  
Virtual Kiosks  
Deploy Schema

Complex

[view](#)

Industry-Specific  
Virtual Kiosks  
Deploy Schema

Pre-Post Purchase

[view](#)

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶▶

FIG. 47C13G



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Standard Demonstration Mode

View the Product Data Link Record | View the Service Data Link Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademark (TM): Here will go the Trademark Here will go the Trademark

Here will go the Trademark Here will go the Trademark

Here will go the Trademark Here will go the Trademark

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Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Service Description

Servicemark (SM):

Fig. 47C13H

[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_link\\_search-all-active.html](http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-active.html)



Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademark (TM): Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Back 1 2 3 Next

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Service Description

Servicemark (SM):

Fig. 47C135

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Active	Inactive	All Active Links	ALL INACTIVE LINKS	All Links
<p><b>Select Brand Link Language:</b></p> <p><b>URL at Node</b></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p>	<p><b>Text at Node</b></p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p>	<p><b>Active</b></p> <p>✓</p> <p>X</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>

Fig. 47 C13K



Standard Demonstration Mode

View the Product Data Links Record | View the Service Data Link Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademarks (TM):  
Here will go the Trademark  
Here will go the Trademark  
Here will go the Trademark  
Here will go the Trademark  
Here will go the Trademark  
Here will go the Trademark

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Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Servicemark (SM):  
Here will go the Servicemark  
Here will go the Servicemark

FIG. 47 C13L

Here will go the Servicemark      Here will go the Servicemark      Here will go the Servicemark

Active      Inactive      All Active Links      All Inactive Links      ALL LINKS

Select Brand Link Language:

URL at Node	Text at Node	Active
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	✓
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	✓
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	✓
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>	here will go the text at node	✓

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R1G-47C13M



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

Manage Information Resources

Client Account: DISNEY

Client Account No: 7145001

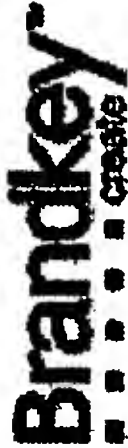
User Name: John Smith

Text: C.125

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FIG. 47C14





Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record whose related Product Information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number



Standard Demonstration Mode

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C15

Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>08908-0978900</u>	Brand entity name	Product Name
<u>08908-0978901</u>	Brand entity name	Product Name
<u>08908-0978902</u>	Brand entity name	Product Name
<u>08908-0978903</u>	Brand entity name	Product Name
<u>08908-0978904</u>	Brand entity name	Product Name

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>08908-0978900</u>	Brand entity name	Service Name
<u>08908-0978901</u>	Brand entity name	Service Name
<u>08908-0978902</u>	Brand entity name	Service Name
<u>08908-0978903</u>	Brand entity name	Service Name
<u>08908-0978904</u>	Brand entity name	Service Name

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47C16A

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Select Product Information Resource Record | Select Service Information Resource Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

URL	Node Label	Upload Date
<a href="http://www.nike.com/sneakers/pump.html">http://www.nike.com/sneakers/pump.html</a>	Node Label	09/05/02
<a href="http://www.nike.com/sneakers/pump.html">http://www.nike.com/sneakers/pump.html</a>	Node Label	11/20/02
<a href="http://www.nike.com/sneakers/pump.html">http://www.nike.com/sneakers/pump.html</a>	Node Label	12/09/02
<a href="http://www.nike.com/sneakers/pump.html">http://www.nike.com/sneakers/pump.html</a>	Node Label	11/20/02
<a href="http://www.nike.com/sneakers/pump.html">http://www.nike.com/sneakers/pump.html</a>	Node Label	12/09/02

4 | < Back 1 2 3 4 5 Next > | >>

Back | Add New Information Resource

FIG. 47C16B

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Enter Product Information Resource Record | Edit Service Information Resource Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.  
Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:	Information Resource	Browse
Product/Service Information Resource Supporting Files to Upload:	Information Resource	Browse
Product/Service Information Resource Creator/Author:	Information Resource	
Product/Service Information Resource Owner:	Information Resource	
Date Product/Service Information Resource was Created:	Information Resource	

Update | Add New

Standard Demonstration Mod

Confirm Product Information Resource Record | Confirm Service Information Resource Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C16C

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Brandkey Create Subsystem

The Product Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Product/Service Information Resource File to Upload:	Information Resource
Product/Service Information Resource Supporting Files to Upload:	Information Resource
Product/Service Information Resource Creator/Author:	Information Resource
Product/Service Information Resource Owner:	Information Resource
Date Product/Service Information Resource was Created:	Information Resource



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FIG. 47C16D



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Update Product Information | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources | Manage Service Information Resources | Manage Product Data Links

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload:	<input type="text"/>
Information Resource Supporting Files to Upload:	<input type="text"/>
Information Resource Creator/Author:	<input type="text"/>
Information Resource Owner:	<input type="text"/>
Date Created:	<input type="text"/>

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FIG. 47C16E



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Brandkey™  
..... deliver

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Deliver Subsystem Demos | Virtual Kiosk | Brandkey Skills | Virtual Kiosk | Brandkey Skills

Tutorials

Brandkey Deliver

# Deliver

Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.

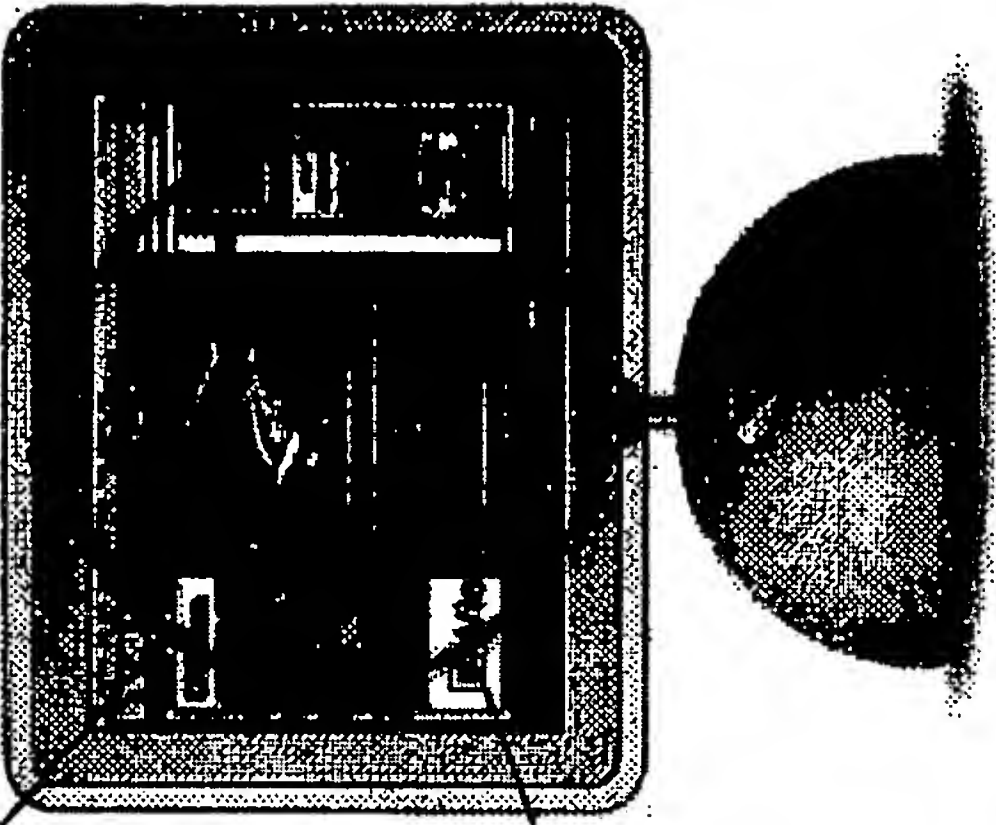



FIG. 48A1



**Brandkey™**  
■■■■■  
deliver

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

**Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode**

► Brand Managers

► Advertising Agents

► Promotional Agents

► Full Service Agents

► Marketing Consultants

► Brand Consultants

► Trademark Attorneys

The Brandkey Deliver™ Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey™ Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

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Brandkey™  
.....deliver

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Virtual Kiosk Generation Suite - Standard Demonstration Mode

▶ Launch Control Panel for Generating Product-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Service-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Vendor-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Service-Provider-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Retailer-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Industry-Specific Virtual Kiosks

▶ Launch Control Panel for Generating Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Client Account: DISNEY

You have permitted the following Retailer to access this list. Open and check the details to this list.

Client Account: Client Account 1

Customize Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks more designed to communicate the essential value and character more.

Deploy Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 48B1

http://www.brandkeysystems.com/bk\_deliver/index\_generation.html

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

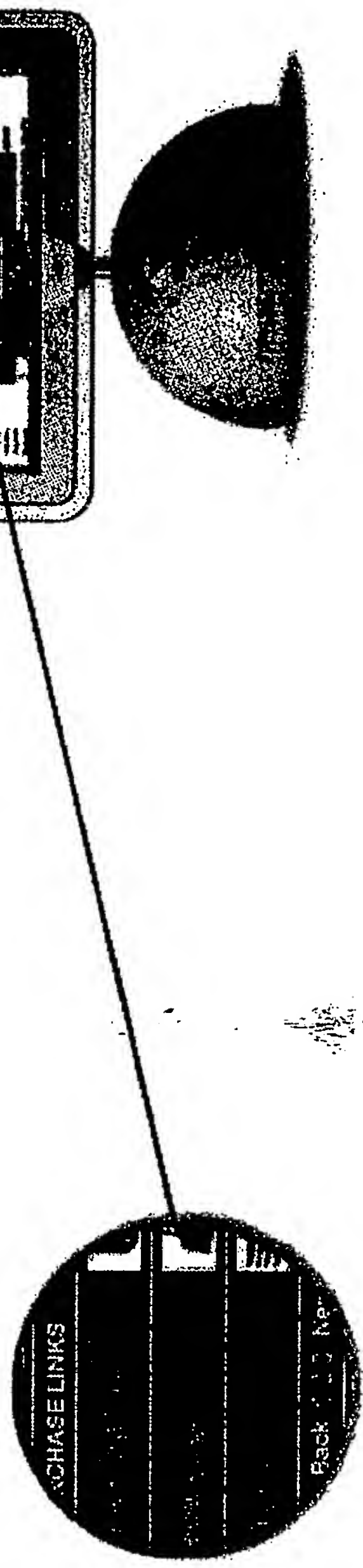


FIG. 48B2

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

☐ Yes ☐ No

Do you wish to allow installation of Product-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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FIG. 48B3



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

REGISTERED RETAILERS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following Retailers to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next > >>

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Back Add Retailers Next

FIG 48B4





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deactivate P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

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Back Search

FIG. 48B5



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG. 48B6





Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Authorized Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following Industrialists to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next >

Back Add Industrialist Next

FIG. 48 B7

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Search for Industrialist

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

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Back Search

FIG. 48 B8



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deactivate P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 48 B9

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Standard Demonstration Mode

Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

- Domain Name
- Domain Name 1
- Domain Name 2
- Domain Name 3
- Domain Name 4
- Domain Name 5

Forbidden

☒

☒

☒

☒

☒

12345

Back

Next

Back

Add Domain

Finish

FIG. 48B10

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Control Panel for Generating Product Specific IP S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Configure Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandtamishngwebsite.com.

Root Domain Name:

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FIG. 48 B11



Control Panel for Generating Product Specific Virtual Kiosks

Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Standard Demonstration Mode

Product Specific Virtual Kiosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

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FIG. 48C1





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Search for Products

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:    
 By: Universal Product Number

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FIG. 48C2





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deactivate P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data Strings for which an associated Product-Specific Virtual Kiosk will be created.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

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Back 1 2 3 4 5 Next

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FIG. 48C3



Central Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Standard Demonstration Mode

NAME: PRODUCT SPECIFIC VIRTUAL KIOSKS

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select a Name for each Product-Specific Virtual Kiosk to be created.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383

Back 1 2 3 4 5 Next

Back Next

FIG. 48C4

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks

Standard Demonstration Mode

Customize Product-Specific Virtual Kiosk

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

Product-Specific Virtual Kiosk Name	Product-Specific Virtual Kiosk Serial Number
Trek® Cycles 2002	09890-0989
Jaz® Discs 2002	09890-0995
Gatorade USA 2002	09890-1001
Just Do It!	09890-1025
Trek® Cycles 2002	09890-0989

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FIG. 48C5

Next



Control Panel for Generating Product Specific IP 3D Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Product Logo:



Geometric Layout: square



Surface Texture:

Black



Surface Color:

Black



Button Style Set:

square



Button Color Set:

Black



Virtual Kiosk

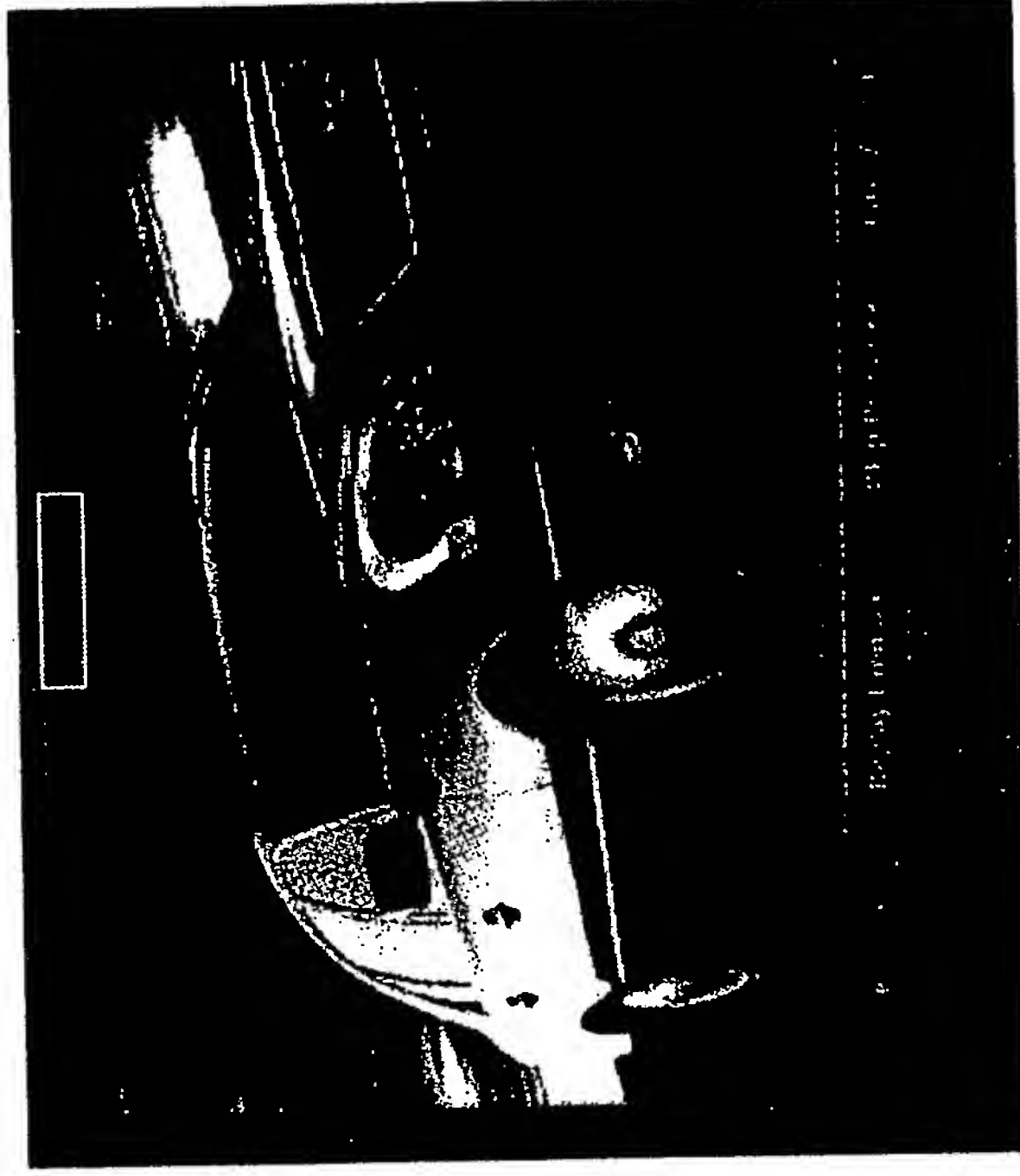


FIG. 48C6

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Cancel

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FIG. 48C7



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks

Standard Demonstration Mode

Configuration of Product Specific Virtual Kiosks

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Kiosks. You can now Modify or Deploy these Product-Specific Virtual Kiosks.


Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383

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FIG. 48 C8





Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deactivate P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode



Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Kiosk Name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>

1 2 3 4 5 Next

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FIG. 48D1





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Modify the Product Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the Information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Trademark (TM): Here will go the Trade Mark

Product Descriptor (PD): Here will go the Product Description

Product-Specific Virtual Kiosk Name:

- Display Mode:
- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
  - ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
  - ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status: Deployed-Activated

Delete this Kiosk

Back | Update

FIG. 48DZ

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Trademark (TM): Here will go the Trade Mark

Product Descriptor (PD): Here will go the Product Description

Product-Specific Virtual Kiosk Name: Here will go the Virtual Kiosk Name

Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network

Allow Consumer Installation: ✓

Virtual Kiosk Status: Deployed-Activated

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FIG. 48 D3



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Modify the Product Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Trademark (TM): Here will go the Trade Mark

Product Descriptor (PD): Here will go the Product Description

Product-Specific Virtual Kiosk Name: Here will go the Virtual Kiosk Name

Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Allow Consumer Installation: ☒

Virtual Kiosk Status: Deployed-Activated

Edit Confirm

FIG. 48D3

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Control Panel for Generating Product-Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select Virtual Environment

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 48E1

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Control Panel for Generating Product Specific (P.S.) Virtual Kiosks

Configure P.S. Virtual Kiosks | Create P.S. Virtual Kiosk | Modify P.S. Virtual Kiosk | Deploy P.S. Virtual Kiosk | Activate P.S. Virtual Kiosk

Select Product-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back 1 2 3 4 5 Next

Back Next

FIG. 48E2



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Product-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 48E3A

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Control Panel for Generating Product Specific IP St Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

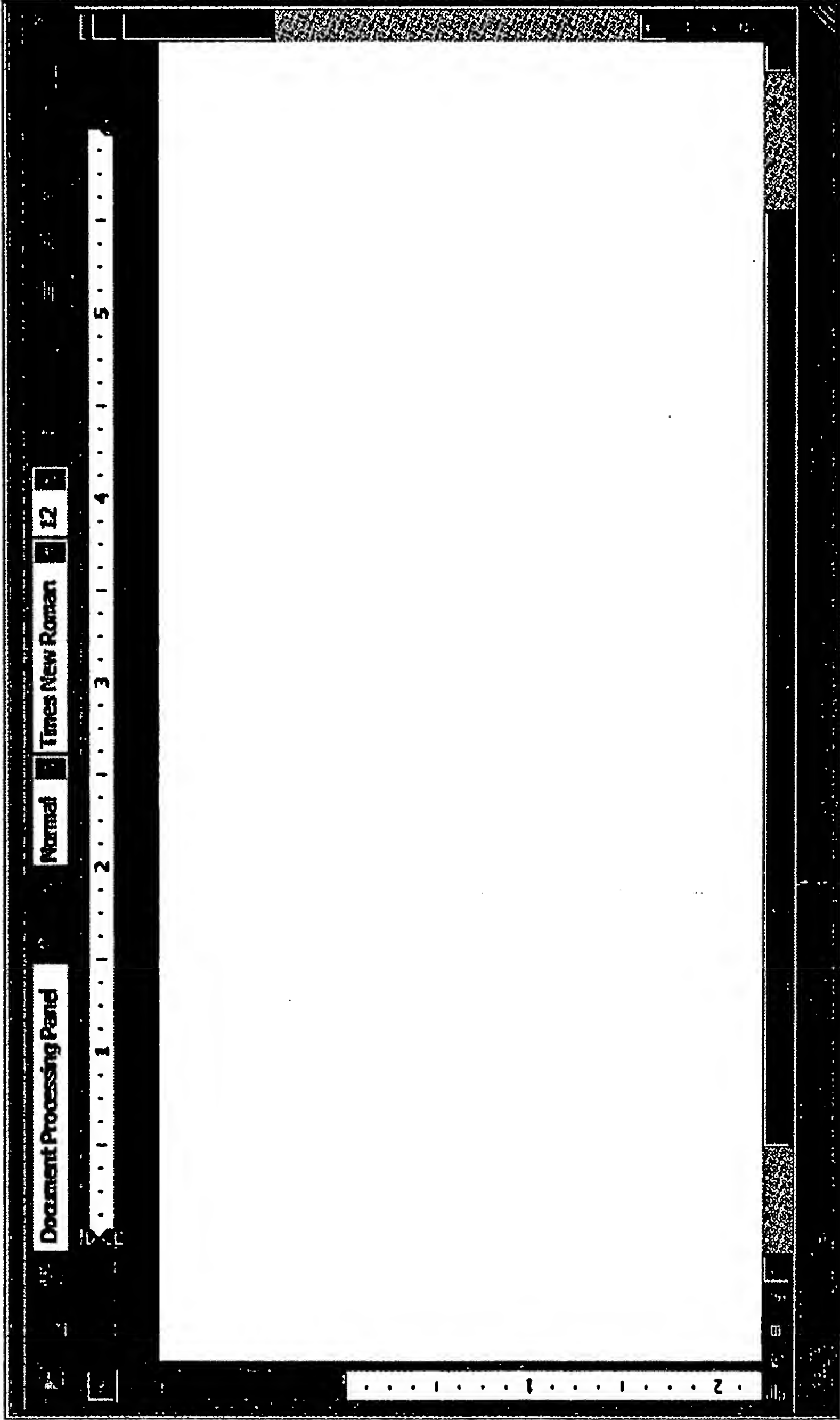


FIG. 48E3B

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FIG. 48E3C



Control Panel for Generating Product Externals (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

SEARCH HERE FOR DOCUMENTS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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FIG. 48E3D



Central Panel for Configuring Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

1 2 3 4 5 Back Next

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Control Panel for Generating Product Screens for P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Next

FIG. 48E3F

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Control Panel for Generating Product Screens (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Upload Images to HTML-Encoded Images

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks

Standard Demonstration Mode

Clicks HTML Encoded Image

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Use the window below to format your new Image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the Images if you wish. The Secondary Image shall always appear on top of the Base Image.

STEP 2: CUSTOMIZE Beefy-T Shirt

MOVE

SCALE

ROTATE

TEXT

DELETE TEXT

CANCEL

FINISHED

REVIEW COMPLETED AREAS

FIG. 48E3H

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

SELECT THE CUSTOMIZED IMAGE AREA

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Kiosk.

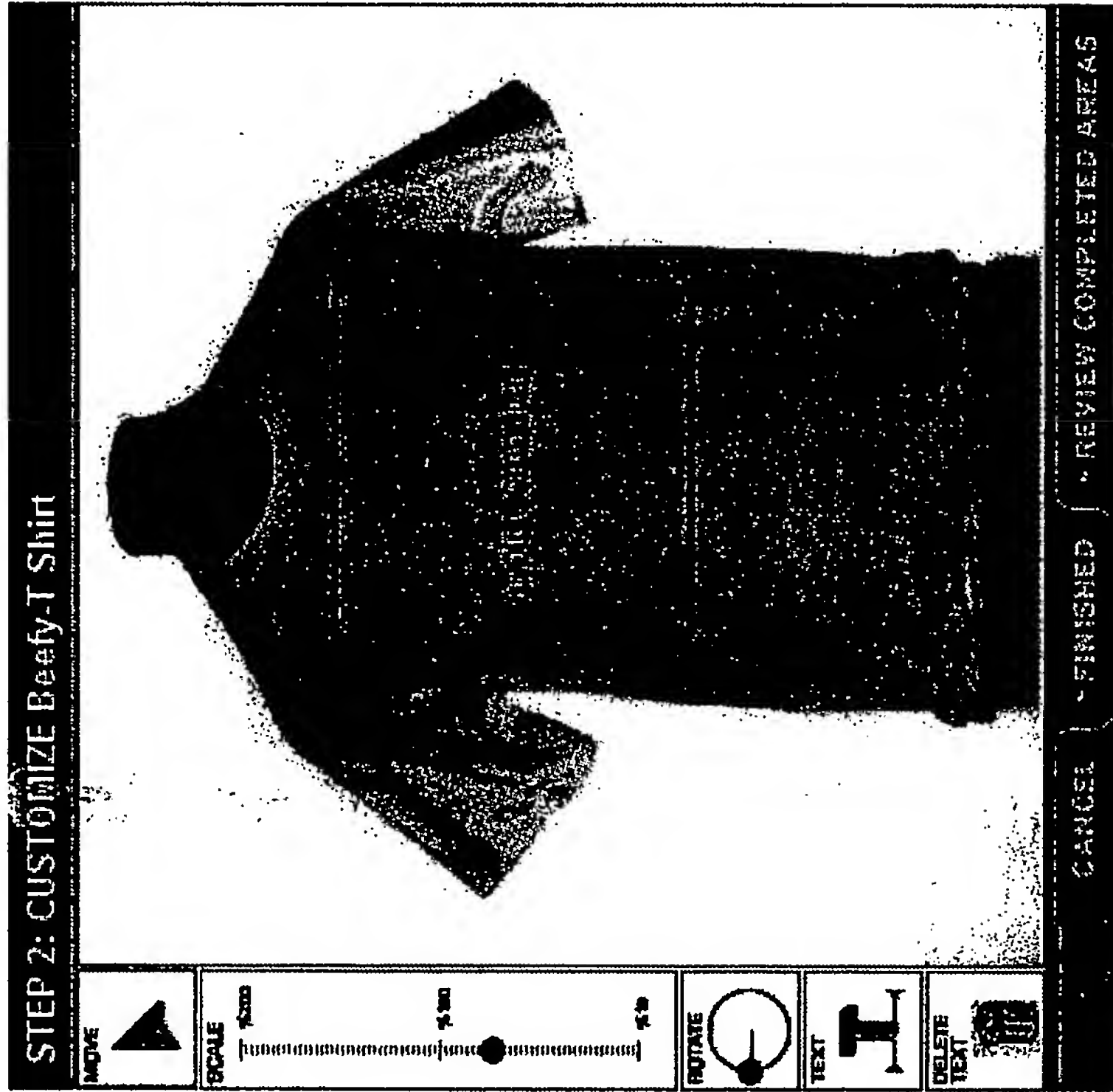


FIG. 48E35

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FIG. 48E3K



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select Product Specific Virtual Kiosk(s)

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input checked="" type="radio"/>

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FIG. 48 E3L

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

### Standard Demonstration Mode

Upload Image as HTML-Encoded Data to Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the image you wish to use as the icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

Remove

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FIG. 48E3-N





Control Panel for Generating Product-Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Generate Deployment Configuration for Product-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Product-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Kiosks for Installation, you must first **Activate** them.

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FIG. 48E5





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Product Specific Virtual Kiosks

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Kiosks

The Product-Specific Virtual Kiosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Kiosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Kiosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Kiosk Serial Number	Product-Specific Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

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FIG. 48 F1



Control Panel for Operating Service Steelie (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Operating Service Steelie (S-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.135

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FIG. 48G1



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

Service Specific Configuration

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Do you wish to create a Service-Specific Virtual Kiosk for all Service Data String Records?

☐ Yes    ☐ No

Do you wish to allow installation of Service-Specific Virtual Kiosks by Consumers?

☒ Yes    ☐ No

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Next

FIG. 48G2



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

SELECTED RETAILERS

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You have permitted the following Retailers to Install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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BACK    ADD RETAILERS    NEXT

FIG. 48G3



Control Panel for Generating Service Specifics (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

## Standard Demonstration Mode

SEARCH FOR RETAILERS

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:



Zip/Postal Code:

Country: United States



Back

Search

FIG. 48G4

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Control Panel for Generating Service-Specific Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mod

Selected Criteria

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 4865

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Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Delete S-S Virtual Kiosks    Activate S-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You have permitted the following Industrialists to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Industrialist Next

FIG. 4856

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

## Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#)

[Search](#)

FIG. 4867

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Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 4868

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Set Forbidden Domains

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Finish to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

Back 1 2 3 4 5 Next

FIG. 4869

Back Add Domain Finish

http://www.brandkeysystems.com/bk\_deliver/m-launch-service-configure-8.html

file://F:\www\brandkey\bk\_deliver\FMP5z2vhej87h.htm

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Control Panel for Generating Service Scenario (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

**ADD FORBIDDEN DOMAIN**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g.: www.brandtamshingwebsite.com.

Root Domain Name:



FIG. 48 G10

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Control Panel for Generating Service-Specific Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

Service-Specific Virtual Kiosk Display Mode

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

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RIG. 48H1

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Delete S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

Search for Service

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Kiosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria:

By: Universal Service Number

Back    Search

FIG. 48H2

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deo by S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service Data Strings for which an associated Service-Specific Virtual Kiosk will be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Selected
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Next

FIG. 48H3

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deactivate S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Standard Demonstration Mode

Name of Service-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select a Name for each Service-Specific Virtual Kiosk to be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383
9909930-00939	Here will go the trade service	Here will go the description of the service.		0900938-78383

Back 1 2 3 4 5 Next

Back Next

FIG. 48H4

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosk    Modify S-S Virtual Kiosk    Deploy S-S Virtual Kiosk    Activate S-S Virtual Kiosk

Standard Demonstration Mode

Customize Service-Specific Virtual Kiosk

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button..

Service-Specific Virtual Kiosk Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It!
- Trek® Cycles 2002

Service-Specific Virtual Kiosk Serial Number

- 09890-0989
- 09890-0995
- 09890-1001
- 09890-1025
- 09890-0989

◀◀ | ◀ Back    1 2 3 4 5    Next ▶▶



FIG. 4845

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Service Logo:

Geometric Layout: square



Surface Texture:



Black

Surface Color:



Black

Button Style Set:



square

Button Color Set:



Black

Virtual Kiosk

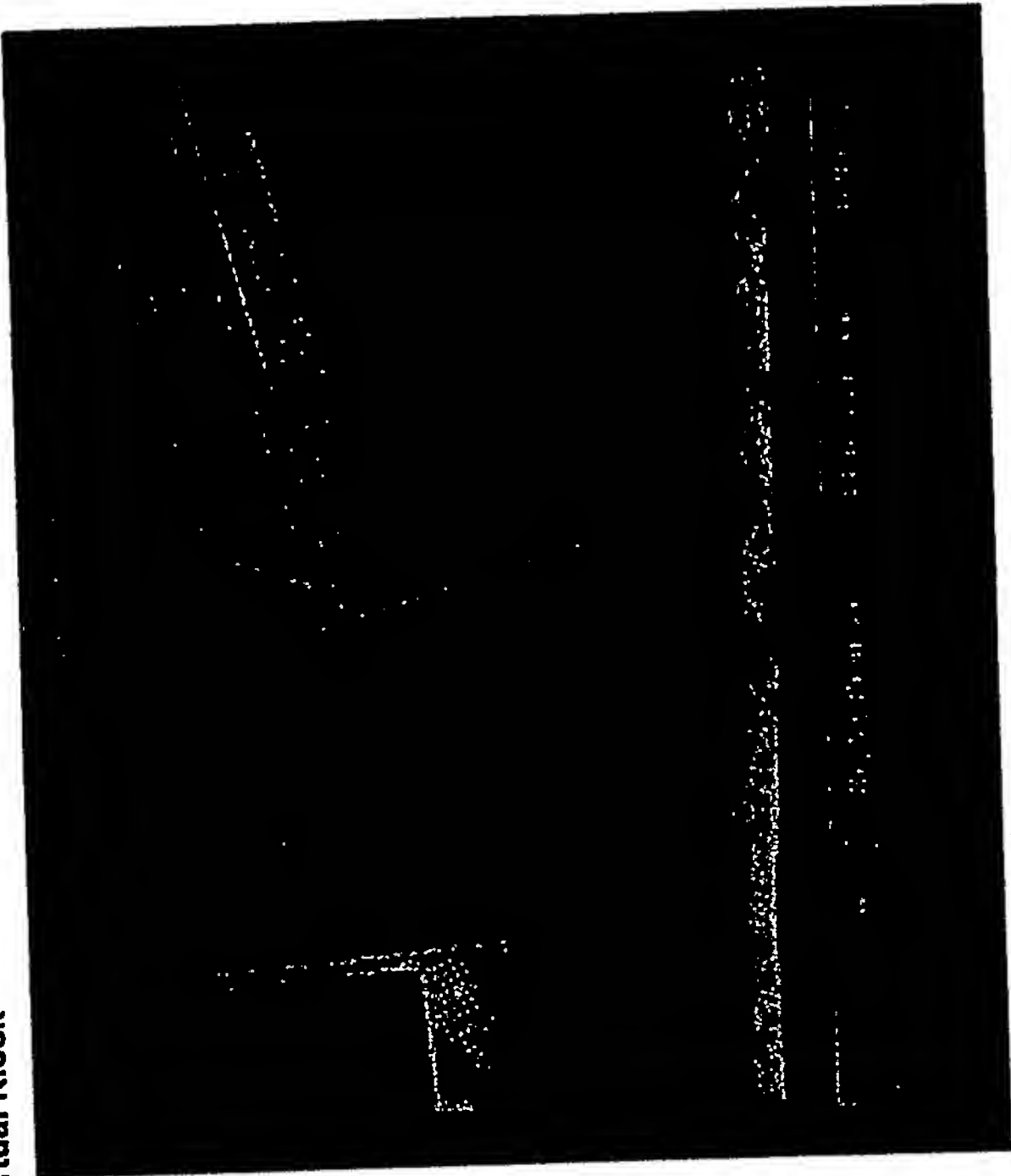


FIG. 48H6



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FIG. 48H7



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Configuration of Service Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Service-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Specific Virtual Kiosks.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

1 | 2 | 3 | 4 | 5 | Back | Next

FIG. 48 H8

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Service-Specific Virtual Kiosk Name
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>

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FIG. 48 I 1





Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Modify the Service Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the Information for the selected Service-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Kiosk Name:

Virtual Kiosk Mode: ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status: Deployed-Activated

Update this Kiosk

Back Update

FIG. 48IZ

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Modify S-S Service Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):	09009876-09
Service Mark (SM):	Here will go the Service Mark
Service Description (SD):	Here will go the Service Description
Virtual Kiosk Name:	Here will go the Virtual Kiosk Name
Virtual Kiosk Mode:	Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
Virtual Kiosk Status:	Deployed-Activated



FIG. 48 I 3

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Service-Specific Virtual Kiosk

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 48J1

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

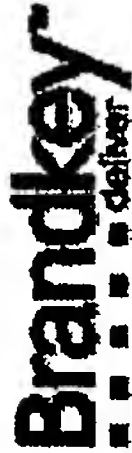
Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>

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FIG. 48J2

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 48J3A

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back 1 2 3 4 5 Next

Back Next

FIG. 48T3B



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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R1G.48J3C





Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific Virtual Kiosks

## Standard Demonstration Mode

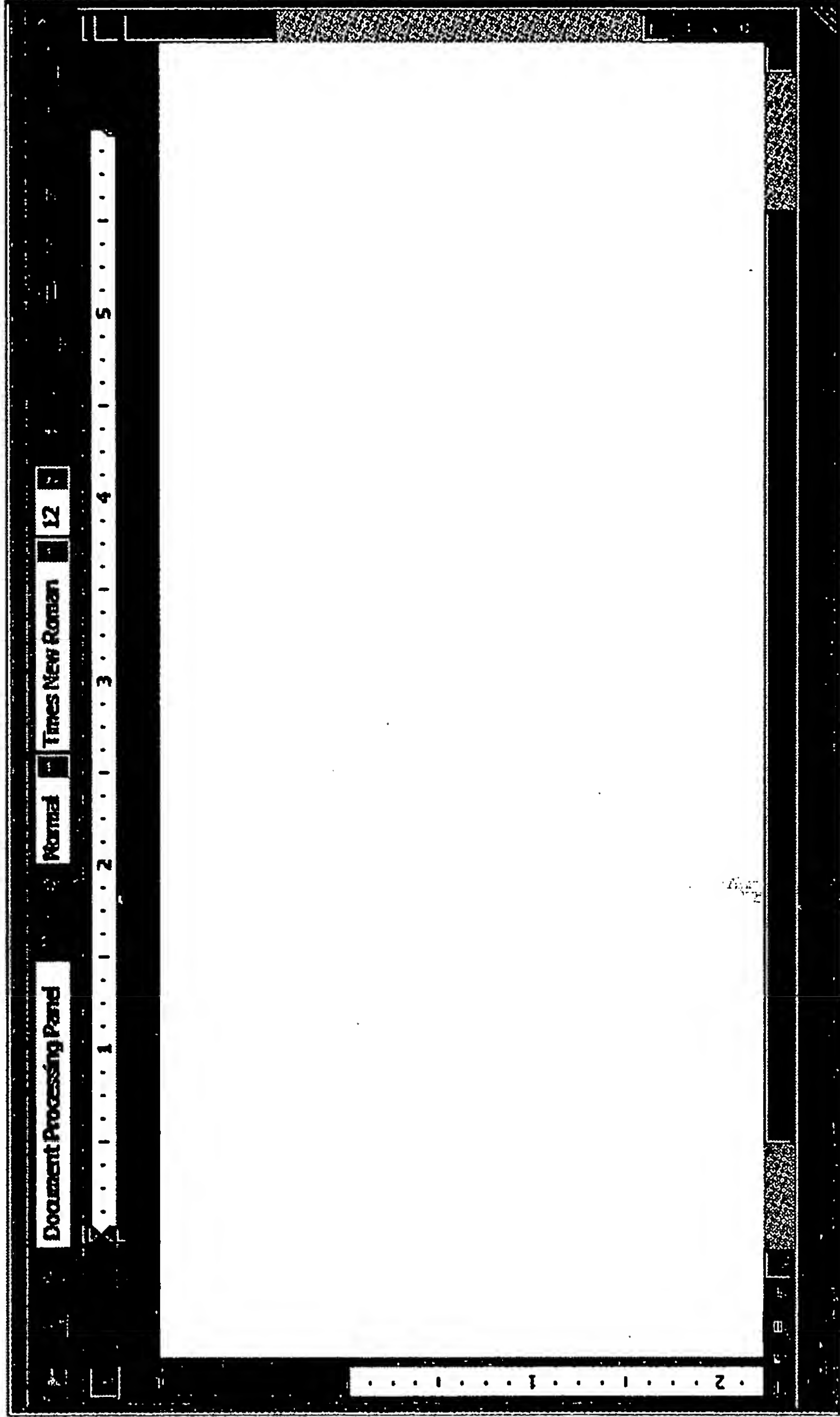
CREATE A NEW ENCODED DOCUMENT

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or Import the document into which you wish to embed the Service-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



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FIG. 48J3D





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FIG 48J3E



Control Panel for Generating Service Spreads (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Standard HTML-Embedded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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FIG. 4833F



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next > >

Back Next

FIG. 48539

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Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosk Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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REQ. 48 J3 H



Control Panel for Generating Service Kiosks for S-Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Standard Demonstration Mode

Upload Images to HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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FIG. 4853H

Control Panel for Generating Service Specific (3 9) Virtual Kiosks



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks  
Special Virtual Kiosks | Standard Virtual Kiosks | Virtual Kiosks

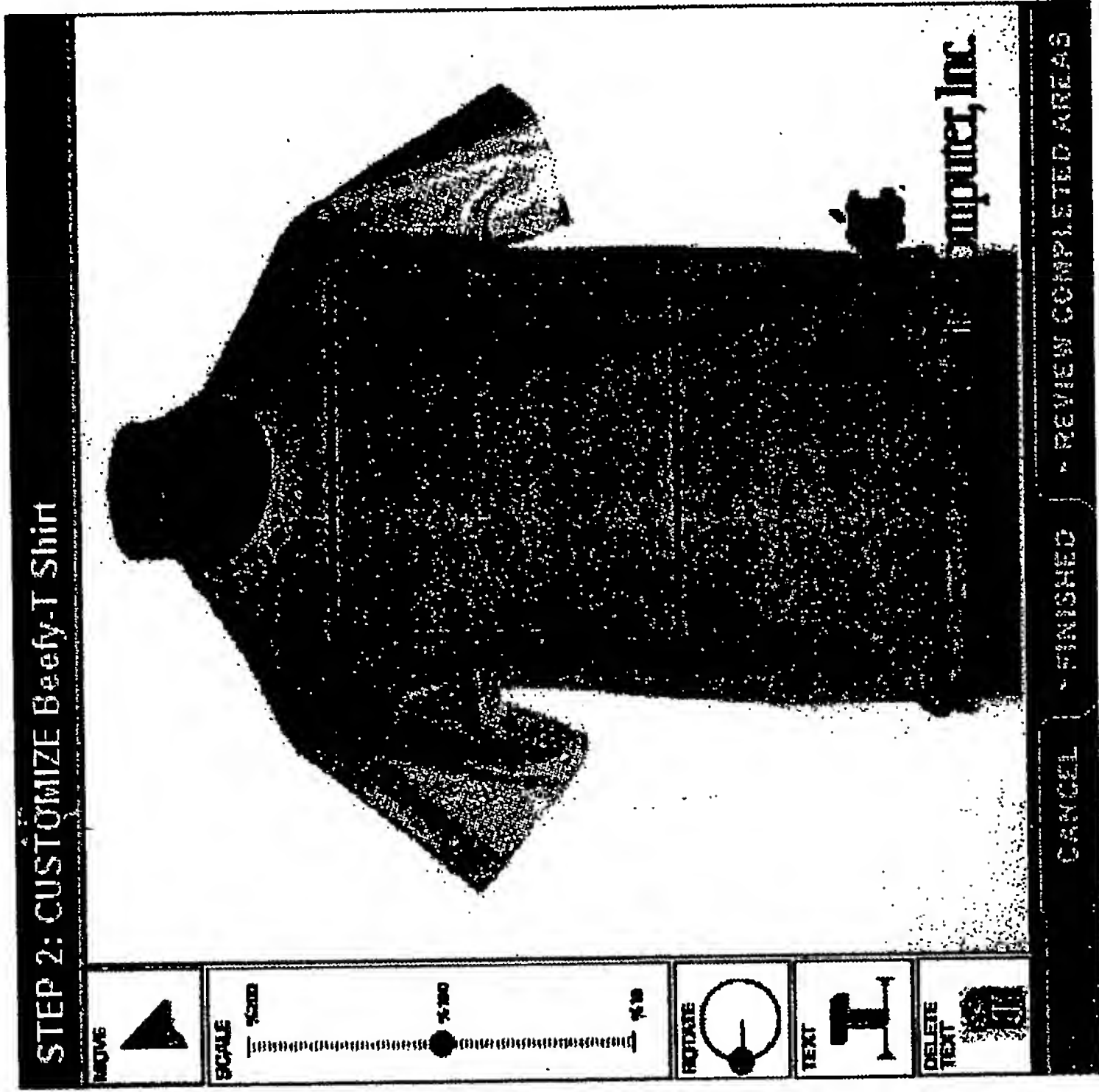
Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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FIG. 48 J 3I

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FIG. 48J 3J





Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

SELECT THE SERVICE SPECIFIC IMAGE AREA

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Kiosk.

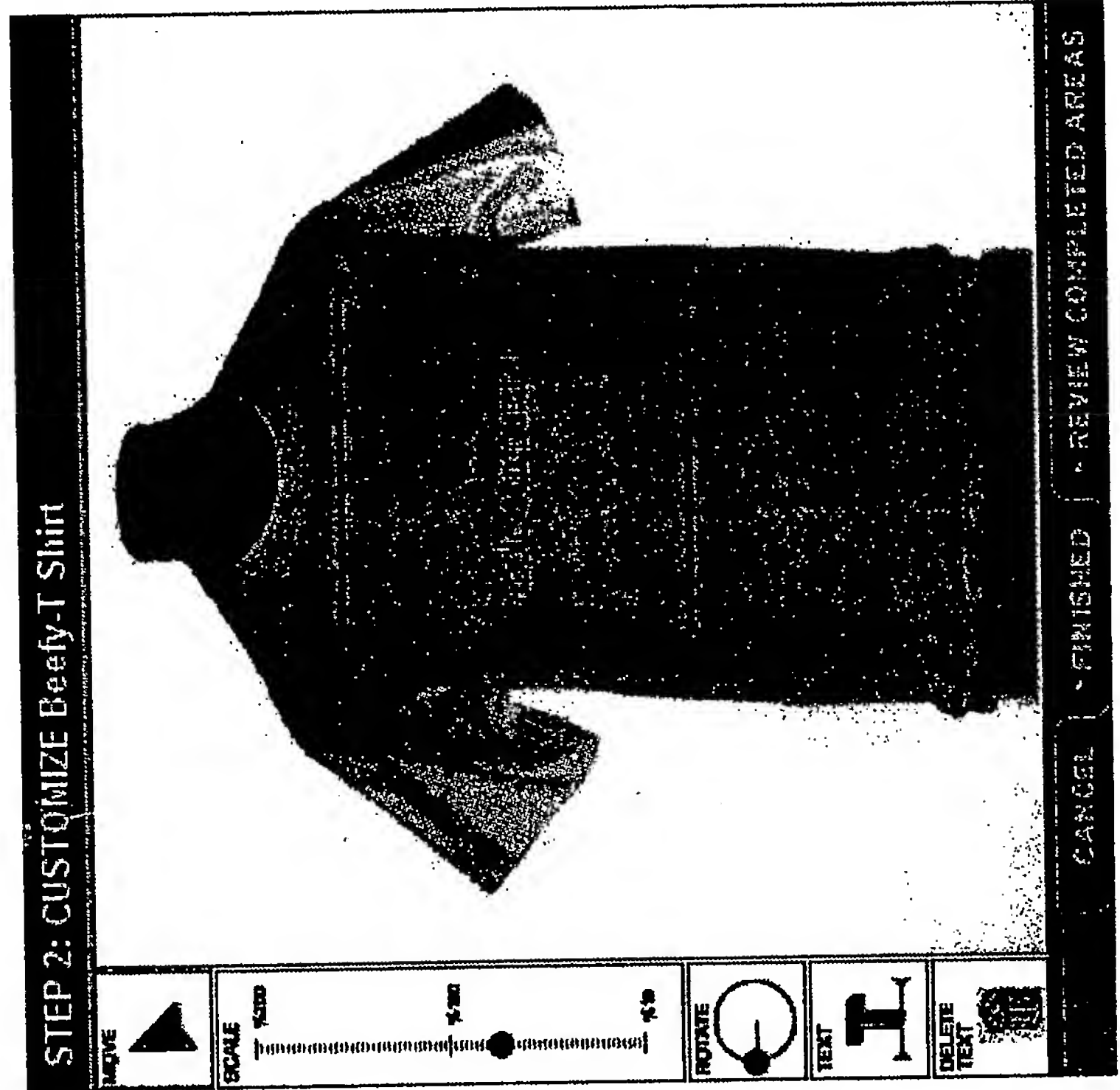


FIG. 48J 3K

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FIG. 48J3L



Standard Demonstration Mode

Select Service Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>

FIG. 48 J3M

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Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 48J3N

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Configuring Service Speedtime (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

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FIG. 48530

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Client Account: DISNEY  
Client Account No: 7145001  
User Name: John Smith

[illegible]

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FIG. 48J4



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Service-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Kiosks for Installation, you must first Activate them.

Control Panel for Deploying/Modifying Service Specific Virtual Kiosks

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FIG. 48 JS





Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the VK ID	Here will go the service name	<input checked="" type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Activate

FIG. 48 K1

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Dep by V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.139

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FIG. 48 L1



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Configuration

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Kiosk for all registered Brands?

☐ Yes ☐ No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

FIG. 48 L2

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Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deactivate V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Retailers to install Vendor-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Retailers Next

FIG. 48L3

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

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Back Search

FIG. 48L4



Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 48L5

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Control Panel for Generating Vendor Specific (V S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Save the Vendor Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

1 2 3 4 5 Back Next

Back Add Industrialist No. 1

FIG. 48L6

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

Back Search

FIG. 48L7

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Configure V.S Virtual Kiosks | Create V.S Virtual Kiosks | Modify V.S Virtual Kiosks | Delete V.S Virtual Kiosks | Activate V.S Virtual Kiosks

Control Panel for Generating Vendor Specific V.S Virtual Kiosks

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next > >



FIG. 48L8

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Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks    Create V-S Virtual Kiosks    Modify V-S Virtual Kiosks    Delete V-S Virtual Kiosks    Activate V-S Virtual Kiosks

Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You have chosen to Forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

44 | < Back    1 2 3 4 5    Next > | >>

Back    Add Domain    Finish

FIG. 48L9

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 48 L10



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks    Create V-S Virtual Kiosks    Modify V-S Virtual Kiosks    Deploy V-S Virtual Kiosks    Activate V-S Virtual Kiosks

Standard Demonstration Mod

Vendor Specific Virtual Kiosk Display Mode

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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FIG. 48M1



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks    Create V-S Virtual Kiosks    Modify V-S Virtual Kiosks    Deactivate V-S Virtual Kiosks    Activate V-S Virtual Kiosks  
Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Search for the Brand Entities associated with your Client Account which you wish to add to the Vendor-Specific Virtual Kiosk. The Product Data String Records associated with the selected Brand Entities will be available for display in the Vendor-Specific Virtual Kiosk. You may search for Brand Entities by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark ☐

Back    Search

FIG. 48M2

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Configure V-S Virtual Kiosks    Create V-S Virtual Kiosks    Modify V-S Virtual Kiosks    Deploy V-S Virtual Kiosks    Activate V-S Virtual Kiosks

Select Brand Entities    Manage Virtual Kiosk    Submit Virtual Kiosk    Monitor Virtual Kiosk    Remove Virtual Kiosk

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Kiosk.

Brand Entity	Brand Entity Owner	Trademark (TM)	Product Descriptor (PD)	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Back Next

FIG. 48M3

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

NAME: Vendor Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Name the Vendor-Specific Virtual Kiosk you have just created.

Vendor-Specific Virtual Kiosk Serial Number

Here will go the virtual kiosk ID

Vendor-Specific Virtual Kiosk Name

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Back Next

FIG. 48M4

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